

PSYCHOLOGY

Whom Shall I Marry?



25¢

Some Men Never Quit!

*Is Your Mind Alive?
Let's Stay Young!*

*True vs. False Love
Do You Dream Too Much?*

FEBRUARY

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NEW BIG MONEY FIELD

FOR
WIDE AWAKE
MEN!



**SELLING NEW
SPECIALTY
to
BUSINESS
and
PROFESSIONAL
MEN**



Four \$15 Sales Daily Pay \$280 Weekly

When green men, with just average ability, make \$200 to \$400 a week, and up, our proposition *must* be worth investigating. We train you, giving you successful methods of one of the fastest sales forces in the country. If you are looking for a man-size business, free from worries of other overcrowded lines of work, write for full information.

WORLD'S LARGEST

Firms among Our Customers, Sears Roebuck, Larkin Company, Loftis Bros. and Company, LaSalle Extension University, National Radio, Dodd, Mead and Co., Collier's, National Brake Service, Inc., Advance-Rumely Thresher Co., and scores of others nationally known are among our customers. It's a life saver for the smallest merchant who needs it even more than the big firm and he buys quick. 2 sizes—one costs \$2.50—sells \$7.50; your profit \$5, and more, as your sales increase. Other sizes costs \$5—sells \$15—your profit \$10 and more—every salesman working regularly makes close to \$12 profit per sale on this size! Think of that!

GUARANTEED

To Bring Customer 10 Times Its Cost in Actual Cash

Customer gets signed certificate of guarantee protecting him, backed by a national organization. Very few business men are so foolish as to turn down a proposition guaranteed to pay ten for one, with proof from leading concerns of the world that it does pay.

Here's What Our Men Make

\$400 Weekly!

Bewten Sept. 6th and Sept. 20th—just two weeks—E. D. Ferrell, of Atlanta, Ga., cleaned up \$802.50 on his first orders. His sales were all made in three small Georgia towns. His customers are re-ordering, and he is going strong. His sales winning plan is now added to our sure-fire sales manual. Tells where, how and who to sell.



EDDIE FOYER
\$4920 in 3 Months

California rings the bell again! Eddie Foyer starts out April 1st and by July 1st he has 410 \$15 sales to his credit. Multiply 410 by \$12 profit and you've got something to show you the money in this proposition.

ARTHUR FRIEDMAN
\$105 Profit on 1 Sub-Agent Sale

Besides his own profits—\$1,260 clear in 23 days—Friedman, Wisconsin, gets a \$105 bonus on a single sale made by one of his sub-agents! It's all in selling the right thing, boys!

\$165 First Day!

Made by E. H. Walker—Georgia—Made one sale to a Columbus, Georgia, organization, and that sale got him four more sales within a few hours. Met another salesman, and the other salesman bought him out! That's the kind of proposition this is.

Leaves 14-Year Job After Making \$120 in Spare Time First 5 Days

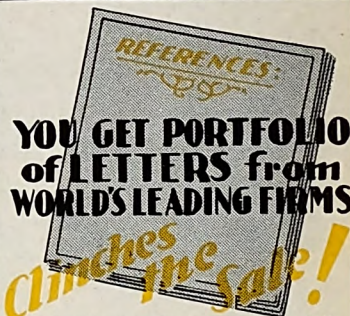
Here's Sidney Rosenthal, Illinois—This old-timer wired an order for 100 of the \$15 size 8 days after getting our sample. He had cleaned up \$120 as a sideline in spare time and wrote: "This is the best and easiest proposition I have ever become associated with. Will specialize on \$15 size." One thing's sure—it's just as easy to make real money selling a good line, as to dub along on chicken-feed with a dead line.

\$1500 a Month
clear for M. L. Tardy, California.
\$6,000 First Year

for A. R. Almond, South Carolina. They make good everywhere.
\$60 Per Day

for W. E. Vaughn, North Carolina.
Write for Other Salesmen's Reports

We can send them as fast as you can read 'em. We've got plenty! See for yourself. Mail the coupon for further details.



A handsome, impressive portfolio that contains letters from the World's most famous concerns. Every type of business and profession represented. You have immediate, positive proof of success. They can't say—"doesn't fit my business." Nails 'em right then and there. Sells them on sight.

BE SURE TO READ THIS
Remember, this is no ordinary proposition. You deal with a company that doesn't split pennies, headed by a man who spent twenty years on the road. A company with a record you can be proud of as our representative. Get the facts—see with your own eyes what you can make in this business. Mail the coupon for full information.

SURETY Company's BOND Protects Customer

Your customer is entitled to the service of a national organization bonded by a Surety Company with assets running into the millions. He CAN'T Lose. You are able to show positive safety. This means quick sales and big turn-over for you.

Seeing Is Believing...Mail Coupon for Proof

This is a business with a future to it. Enormous repeat business. Tremendous profits from sub-agents—your sub-agents have more margin than total profit on 99 out of 100 other specialties. You get profit on all mail order business from your territory. Every customer is a prospect for two or three times the initial amount on your second call. Every customer recommends others to you. If you get ready to quit, you have an established route that can be sold like any other business. An opportunity to make \$5,000 to \$10,000 a year is worth while. Just a limited number of openings. Hurry, boys—they won't be left long now.

F. E. ARMSTRONG, Pres., Dept. 4023-B, Mobile, Ala.

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Without obligation to me, send me full information on your proposition.
Name _____
Street or Route _____
Box No. _____
City _____
State _____

To men who want to become **VICE PRESIDENTS** while they are still young

A 44-page booklet called "What an Executive Should Know" describes this new training. Send for it.

THIS important new Service, recently announced, should be investigated by every able man who wants to make a substantial business success in the years immediately ahead.

Men who are satisfied with departmental jobs and small earnings will not be interested in this type of training. It is prepared for the

kind of men who want to become officers of their companies or go into business for themselves. It is not "specialized" training in the usual sense.

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PSYCHOLOGY

Life and the Modern World

VOL. XVIII. No. 2

FEBRUARY, 1932

Founded and Edited by Henry Knight Miller

Arthur Frank Payne, Associate Editor

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IN MARCH

How It Feels to be Sentenced to be Hanged

Seven hours to live! The gallows ready!

Death—with the knowledge of innocence, and the stark fact of hellish social injustice that is sending him to his undeserved fate.

Saved!

What were his thoughts, his feelings?

Twice the awful words had been uttered, consigning him to the gallows. Saved the second time.

Innocent; Proven Innocent; The courts and the state ashamed of the bungling that had sent a fellow human being thru this wanton torment.

In its effort to help the drive to abolish capital punishment thruout the United States, PSYCHOLOGY will publish from his own lips this soul-harrowing story of Ralph Reno.

Walking With a Philosopher

More than a hundred thousand enthusiastic New Yorkers belong to the Yosians, unique organization developed by J. Otis Swift, veteran nature-lover, writer, philosopher and pedestrian. The story of this earnest, merry group and their devoted leader. By Eldora Field.

Turn Your Wishes into Bricks for Building

You wish for things—but you don't get them. Why? You will see the matter more clearly after reading this searching article by Thomas Harrison.

Arthur H. Howland, Managing Editor; Charles H. Desgrey, Advertising Manager; Irene Kenney, Circulation Manager; James F. McCarthy, Executive Secretary; Samuel J. Schwartzman, General Counsel.

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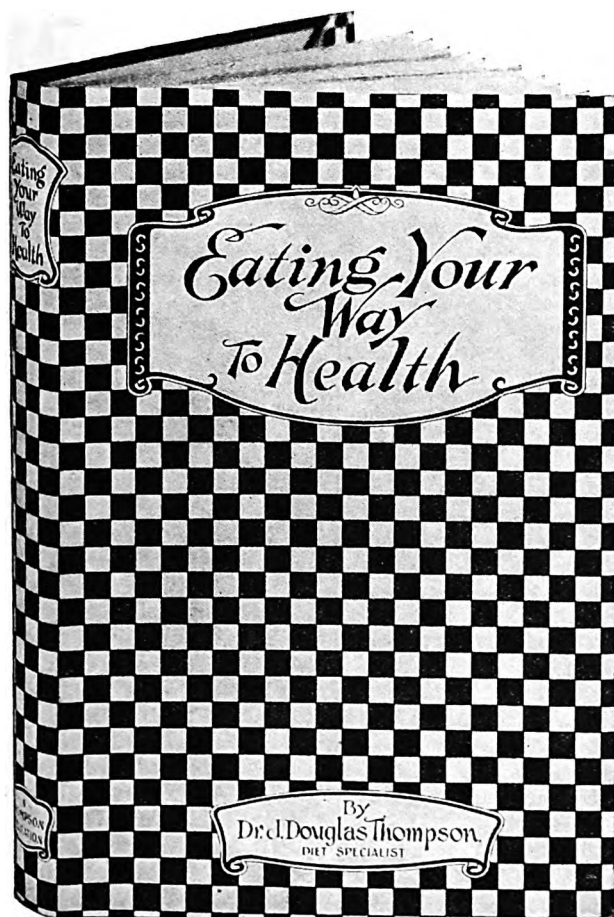
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Are You Sick?



This is a reduced photograph. The actual size of this book is $5\frac{1}{2} \times 8\frac{1}{2}$.

ARE YOU MAKING THE ENDLESS ROUNDS hopefully or discouraged, but always vainly from one doctor to another, from one so-called cure to another, subjecting that precious body of yours to every type of indignity, even allowing some of it to be cut away? Seeking seeking seeking yet never finding, that seemingly magic secret that will give the key to the treasure house of health, where also dwell success and happiness! Each day brings new misery, a little bit more despair, and in the background the ever-growing, darkening shadow of death. The false relief of drugs, surgery, and back fence advice mock you with their failure. YET NOT A DAY NOT A MINUTE of illness or suffering is necessary. For dis-ease is very simple a lack of harmony in the body. Lady Nature is warning you that all is not well that you are disobeying the natural laws by which you were made and if you continue to ignore her red flag signals, she will deprive you of the life she has given you. You know that you cannot live without food, but do you know that it is because food contains certain ELEMENTS,

without which no creature exists? That when you cheat your wonderful body-organism of one or even a part of one of these elements, you have deliberately laid open a weak spot and invited disease to enter and secure a strangle-hold? But Lady Nature is generous beyond comparison. Even if you have consistently broken her laws all your life, when you have determined to stop digging your way to the grave and start eating your way to health, she will reward you with your dreams fulfilled.

WHAT TO EAT, WHAT TO DO, HOW TO LIVE, you ask? You are asking the right person, for Dr. J. Douglas Thompson, the Pacific Coast's great Diet Specialist, has spent his life in this great study. He taught in one of the largest colleges in the country and has cured more than 100,000 people of their ills. He brings the cream of this vast experience to you in

EATING YOUR WAY TO HEALTH

In five years 199,000 copies have been sold it outsells all other diet and health books. Universities accept it as the standard, colleges use it as a text book, yet a child may understand and follow its teaching. Between its two charming black and white covers, you will find 200 pages of priceless information. There is a special diet for your particular ailment, as well as a special group of instructions. There are many chapters of general health information, which include a series of menus for every day in the week and every season of the year, for the safe maintenance of returned health. As you follow your instructions faithfully, you will be receiving the same precious care as though you were under the personal observation of Dr. Thompson himself, at his busy office building in Oakland, where thousands come to him from all parts of the world.

No matter how serious your case may be; how long standing it has become, don't give up hope, don't regard it as incurable until you have read *EATING YOUR WAY TO HEALTH*. Remember that *EATING YOUR WAY TO HEALTH* is sold with a money-back guarantee that within its pages you will discover health, and with health, its ever attending companions, the energy to succeed, and the vitality to win happiness.

Fill Out This Coupon and Mail Immediately—The Best \$3.00 You Ever Invested.

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Dr. J. Douglas Thompson Pay. 2-32

Diet Specialist
Thompson Building, Oakland, California

Dear Mr. Thompson:

Please mail me your latest book, *EATING YOUR WAY TO HEALTH*, for which I enclose \$3.00, or upon receiving same I shall pay the express man \$3.30. I understand you pay the shipping charges and that I can return this book in five days and receive my money back if I am not satisfied.

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City and State

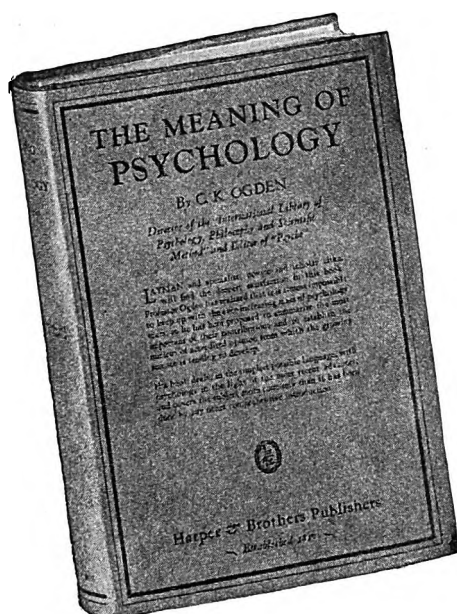
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The Meaning of Psychology

By C. K. OGDEN

Director of the International Library of Psychology,
Philosophy and Scientific Method

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*An Idea of the Fullness of a Single Chapter

CHAPTER XV: HOW THE MIND GOES WRONG—Character and the Unconscious. *The Growth of Personality*. Forerunners of psychoanalysis. . . . *The Mutual Obstruction of Interests*. Early transformations. The child's relation to other people. . . . *The Freudian Theory of Sex*. Infantile germs of the later sexual interest; their growth and unification. Transferences of special sub-trends. The love of money, of domination, of self-display. . . . *The Complexity of Sex*. The attitude of dispassionate inquiry. Perversions, sublimations, and inhibited development. *The Oedipus Complex*. The child's attitudes to his parents. The simplicity of his interests. His pre-verbal thought. . . . *Projection and Introjection*. . . . *The Riddle of the Sphinx*. Infantile Sexual Theories. . . . *Conflict and Repression*. The desire for approval. *Regression*. . . . Confusion and dilemmas. Solution by development. . . . *Mechanics of the Unconscious*. The status of the repressed wish. Neuroses. . . . Compromises. Dream Analysis. The dream as a compromise. Pictorial and metaphorical thought. . . . *Transference*. Its outcome in marriage. . . . *Organ inferiority*. The will to power. . . . *Moral re-education*. Indecision. The troubled conscience.

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Send this coupon carefully filled out with your name and address for PSYCHOLOGY Magazine for one full year. Attach check (or money order) for three dollars to cover the cost of the subscription, and you will receive your FREE copy of *The Meaning of Psychology* by return mail.

But don't delay! Get YOUR coupon in the mails before Feb. 15 or we cannot promise to fill your order.

FEAR!

Is YOUR Worst Enemy

Fear Is The Most Destructive Force In Life

By FEAR I mean FEARS which are attached to self more than fears you may have of outside things. Some of the most easily recognized fears are—Worry, Self consciousness, Overanxiety, Overseriousness, Apprehension, Inability to decide, Fear of expressing initiative, Fear of criticism, Supersensitiveness and the ability to forget yourself when in certain situations. All this spells—LACK OF CONFIDENCE.

If you are suffering from any of these fears, happiness and true success are impossible. UNHAPPINESS, NERVOUSNESS, and many serious physical disorders originate in FEAR.

Drifting Is Sure to Bring Mental and Physical Agony

Acute FEARS have simple beginnings. Fear, in time, will lead you into a state of MENTAL CONFLICT which ends in NEURASTHENIA and a COMPLETE BREAKDOWN. If you could just come in contact with many who write to me or call in person, and trace from the beginning the suffering and limited lives they are living today, you would see that each case started in a very simple way and the acute condition was merely the result of lack of attention. This would awaken you to a realization of what drifting is SURE to mean in your case, and you would not let a DAY PASS without taking some definite step to correct your present condition.

How Fear Attacks the Nerves

FEAR gradually lowers your vitality and tone, causes functional inaction; decreases the circulation; and your body becomes toxic and perhaps overloaded with acids. FEAR creates a very real poison in our system through a chemical change which takes place. This state is a constant irritation to the Sympathetic Nervous System and overstimulates the nerves until a hypersensitiveness is present.

With sensitive nerves you will experience many alarming feelings and sensations, which frighten you tremendously through your lack of understanding. In these acute forms you may experience a sense of great weakness, dizziness, headache, digestive disturbances, a higher or lower blood pressure than normal, dimmed vision, roaring and fullness in the ears, uncertainty in your movements, and hypertension. And all of this can easily be JUST THE RESULT OF SIMPLE FEARS.

There Is a Sure Way Out of Your Trouble

Your first step will be to acquire a better understanding of your own powers and know JUST how to use them. Then with mental and physical training and a different viewpoint, you will grad-

C. FRANKLIN LEAVITT M.D.

Practiced Medicine and Surgery for ten years. For the past twenty-four years has specialized in DRUGLESS METHODS—Psychology, Physical Culture, Dietetics, etc. Author of: The Laws of Self Development, Are You You? and Self Mastery Through Understanding. Contributor to several of the Leading Magazines. Nationally known Psychological Consultant.



ually find strength being restored, and later, a normal state will actually be established. It is a matter of building up tone, resistance, vitality, confidence and positiveness. This has been accomplished in thousands of cases where the symptoms presented in the beginning were most acute. You can throw off these fears; CAN become a confident—FREE—positive person. Can you think of anything more desirable? I am not indulging in theories or fairy tales, but am presenting to you FACTS which have been tested and proved true through long years of experience.

Here Is Something That Will Be Worth Its Weight in Gold to You

I have written a book, "SELF MASTERY THROUGH UNDERSTANDING," which represents my deductions and conclusions covering 24 years of active practice in directing people suffering from FEARS. 200,000 copies have already been sold. It will tell YOU of YOUR powers and HOW TO USE THEM FOR SUCCESS. It will teach YOU of the wonders within YOURSELF. It will tell you all about these many FEARS and the nerve states which follow. It will show you just what is wrong in YOUR case. It has been pronounced priceless by thousands. It will be a real loss to YOU if you fail to procure a copy. Mailed to any address upon receipt of 25 CENTS in stamps or coin.

To still further help you determine JUST what is back of your troubles, I offer you a FREE Preliminary Analysis with the purchase of this book. There will be no publicity—no obligation in any way. Your mail will come direct to MY desk and be opened by ME. I will mail a Complete Question Blank with the book.

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You Tell'em, I Stutter

THE editor of a small town newspaper explains the loss of the letter "s" from his composing room as follows:

"Latht night thome thneaking thcoundrel thtrole into our compothing room and pilfered the cabineth of all the eththeth! Therefore we would like to take thith opportunity to apologize to our readerth for the general inthipid appearance of your paper. We would altho like to thtate that if at any time in the yearth to come we thhould thee thith dirty thnake in the gratth about the premitheth, it will be our complete and thoro thathithfaction to thhoot him full of holeth. Thank you!"

—Patton's Monthly.

* * *

Frugality

"Why haven't there been any mariages in Scotland lately?"

"They've just heard about free love."

—Tip Tops.

* * *

Peggy: "What did your father say when he caught Jack kissing you?"

Janice: "Not a word. He thought he was one of the boys I'm engaged to."

—College Life.

* * *

Hard to Please

Daughter: "So you don't like Jim?"

Father: "No; he appears capable of nothing."

"Well, what objection have you to George?"

"Oh, he's worse than Jim! He strikes me as being capable of anything!"

—College Life.

* * *

She Knew Better

Mother (to Ethel, age 4½): "This is your new nurse, Ethel. Come here and give her a nice kiss."

Ethel: "Yes—and get my face slapped like daddy did."

World Sages Endorse College Education

I wouldn't trade my four years at college for half of the Garden of Eden.—Adam.

I think a college is the best thing of its kind in America.—Moses.

My favorite dreams are about college boys.—Thomas DeQuincey.

Whenever I see a young soldier rising from the ranks, I inquire about him. Ninety-nine times out of a hundred he is a college man.—Julius Caesar.

Who says college doesn't pay?—Red Grange.

Every college man should be able to read and write.—Charlemagne.

I always send my children to college.—Solomon.

As long as there are colleges, there will be college men.—Confucius.

Happy ways are college ways.—Ben Franklin.

I have found that co-eds make the best wives.—Henry VIII.

My strongest opponents were college men.—Alexander the Great.

I am a college man.—Mussolini.

I would just as soon marry a college man as any other.—Doris Blake.

My best work was done in college.—Ananias.

—Grinnell Malteaser.

* * *

Wild Throw

Wise: "I saw Mary out with Bob last night. Thought she had thrown him over."

Wiser: "She did, but you know how a girl throws."

—Drexel Drexerd.

* * *

The High Criticism

A critic declares that people are too poor now to read novels. The real trouble is that novels are too poor for people to read.

—Passing Show.

Impossible

"We are now passing the most famous brewery in Berlin," explained the guide.

"We are not," contradicted the American tourist as he hopped off the sight-seeing bus.

—Aetna-izer.

* * *

For Better or Worse

Her Father: "You are going to marry that insignificant little fellow, Percy! Why, you used to say you would never marry a man less than six feet high."

Daughter: "Oh, I know, Dad. But I decided to take off twenty per cent for cash."

—Northland Post.

* * *

Loyalty

Teacher (to new pupil): "What is your father's name, Jean?"

New Pupil: "Daddy."

Teacher: "Yes, I know, but what does your mother call him?"

New Pupil: "She don't call him anything—she likes him."

—Twin Twinkles.

* * *

Mutual

Stern Father: "Johnny, I'd like to go through a whole day without once scolding or punishing you."

Johnny: "Well, dad, you have my consent."

—College Life.

* * *

You can always tell a freshman

By his high and mighty air;

You can always tell a sophomore

By the way he combs his hair;

You can always tell a junior

By his dignity and such;

You can always tell a senior,

But you can not tell him much.

—Exchange.

THOUSANDS.

discover this new way
to quick mastery of

Correct English

and

Fluent Speech

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KNOW that you are using correct English. You are invited to accept free trial membership in the new 15-Minutes-of-English Club and win mastery of every phase of spoken and written English.



Mistakes in pronunciation—shabby speech—can't be seen but their effect upon others is as bad as that produced by shabby, unkempt clothing!

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Membership in the 15-Minutes-of-English Club brings you this new mastery of speech and writing through the 5-Vol. Club Set shown at right. This Club Set covers *all* your needs. One volume is devoted to English and corrects the mistakes you may now unconsciously make. Another checks your errors in Pronunciation. Still another gives you "power of words"—adds

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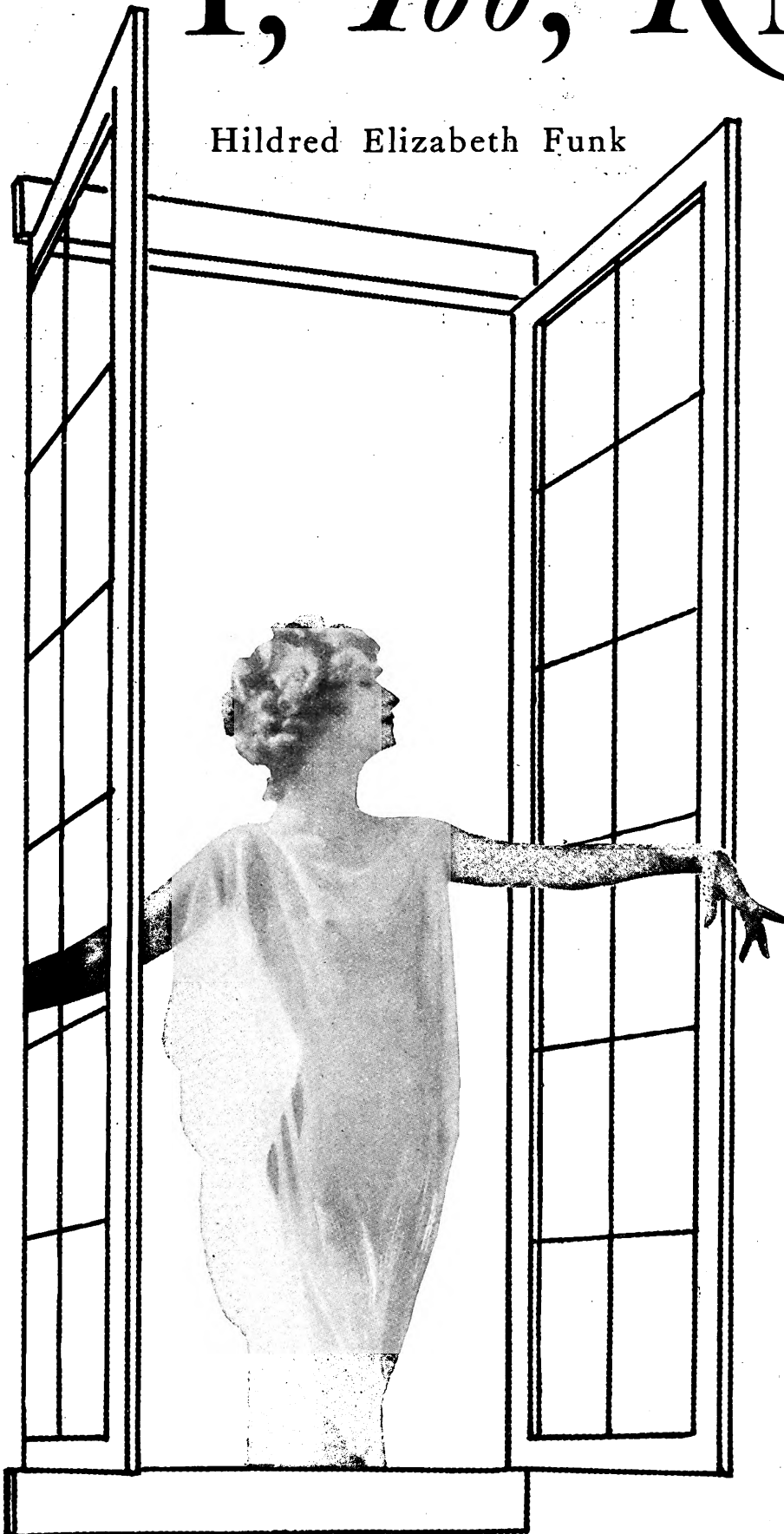
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I, Too, Know

Hildred Elizabeth Funk



I, too, know the bitterness of
indifference and poverty.

Only two small bills left, after
giving
One to the man who moved me
here.

Here . . . smallest and cheap-
est of rooms,
Top floor, and back.

No work all spring,
But daily counting pennies,
As I parted with savings for
scant food
And newspapers with help-
wanted columns.

I wear but a faded kimono . . .
setting to rights
The ugly pile of paper boxes,
old bags and worthless
bundles.

What's that? Sun in the west!
Flooding my little room thru its
one large, open window.

The boxes will wait . . . the
sun too soon will set.

I climb to the wide window sill,
Stretch winter-white legs and
arms,

Caring little for the world I
look down upon,
The world caring little for me.

A gentle breeze discovering me
there,

Gathers up the last creamy
cloud from the heavens.

Breeze takes one corner, sun the
other,

And together they spread over
my naked body,

Soft, spring-scented comfort of
spun gold,

Warm with glistening down,
plucked from the breasts of
sky birds.

Breeze musses my hair in de-
parting,

Sun remains to fervently kiss
me.

Wearied body, worried mind in
unison relax,

Under the warmth of my sun-
lover's head-to-foot kisses.

The chill of poverty melts
quickly away,

As my ardent wooer magically
dowers me,

With all the time in the world
To think my own thoughts,

dream my own dreams,
Play my own symphony . . .

High above a vista of noise-
less streets,

Tall buildings and far-away
trees.

I, too, know the sweetness of
love and luxury.

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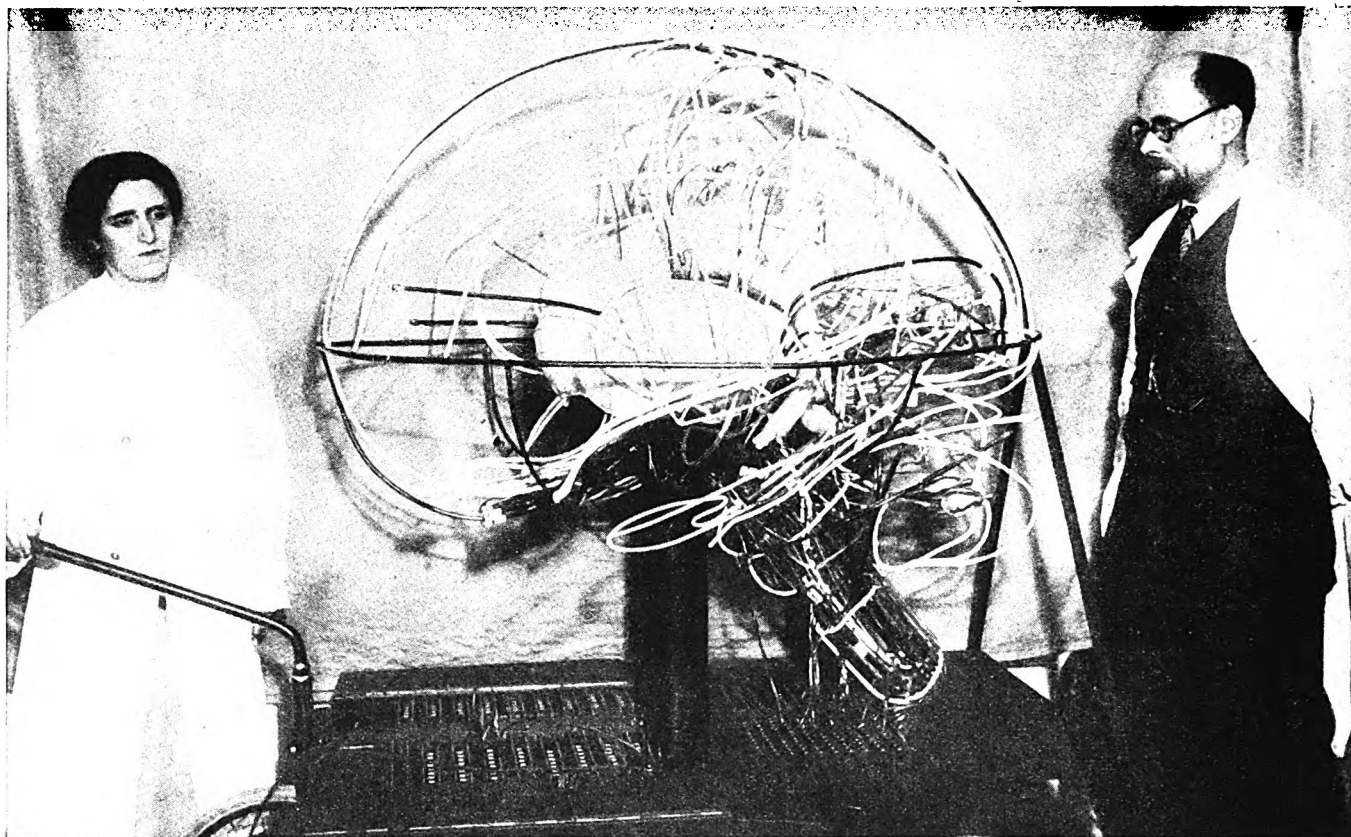
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The model is made entirely of glass and is electrically illuminated. The hundred glass tubes which constitute the model are of different colors, making still more vivid the departments of the brain.

Mystic India Acclaims Secret of M. S. R.

Swift as thought itself has the amazing revelation of "The Secret of M. S. R." raced around the world. Thousands have read and profited. Many have written telling of immediate benefits. Most astounding of all has been the response from India, home of metaphysical research, mecca of students and teachers of psychic truths since the beginning of time. I have asked "M. S. R." to write a new message for the readers of PSYCHOLOGY MAGAZINE. — John L. Rogers, Publisher of The Secret.



Sangli, India July 9, '31
"Dear and Revered Madam:
"I received the *Secret of M.S.R.* some time back and I must say I liked it immensely. It reveals a most valuable secret and the same is calculated to confer untold benefit upon mankind.
"Kindly be writing often and keep me in touch with your lofty humanitarian work.
"I wish you all success in your noble endeavors. With my profound respects."
"M.H.G.," M.A.; LL.B.

Also I am pleased to include in this month's message a few interesting letters from my correspondence.

"Thank you for your '*Secret*.' It expresses in an absolutely clear, concise way the key to Happiness, Prosperity. It seems complete and perfect. So I concentrate all my thanks to you for your dear exposition of man's heritage."—K. H. M., Unadilla, N. Y.

"Yesterday I was fortunate enough to be loaned a copy of the '*Secret*' to read. I was so impressed with its simplicity that I wish to own a copy. Enclosed please find \$1. The '*Secret*' immediately simplifies my own private mental work."—Mrs. B. D., Great Falls, Mont.

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"The '*Secret*' has worked for me. I wanted a home that was to our liking and less than one month from the time I started working on it the way was made clear."—Mrs. C. H. T., Detroit, Mich.

"I thank you for your kind and valuable '*Secret*.' Your first sentence is just what I am most in dire need of."—M. S. N., Columbus, Ohio.

"The '*Secret*' of M. S. R., is the most positive force for success I have ever read. Your method is practical and simple to apply and gives immediate enlightenment for personal benefit."—D. S. S., Woodside, N. Y.

out into a thousand pages, and sold anywhere from \$5. to \$25. Instead it has been written in simple words, and set down in 24 pages, and sells for \$1. There is no direct profit in its sale. But I want the message to get to as many people as possible and that's the lowest price at which it can be printed and mailed.

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As I look at it, and many of my friends as well, the "*Secret*" is something no living person can afford to be without. So many have written "If I could only have known this years ago." Well, there is no Time to those who know the Truth.

Guarantee

I know now just exactly how magically the "*Secret*" works from the testimony of hundreds of cases. And I herewith guarantee that you may have your dollar back if your path to money, love, health and success is not quickly made clear by my "*Secret*." M. S. R.

Who Is M. S. R.?

Many have inquired as to the identity of M.S.R. Her full name and address are given in the "Secret." Do not delay in sending this coupon. An entirely new idea of life awaits you. Your money will be immediately refunded if for any reason you are not well satisfied.—The Publisher.

John L. Rogers, Publisher, Dept. 11
101 W. 31st St., New York, N. Y.

You may send me the "*Secret of M.S.R.*" for which I enclose a deposit of \$1. I will read and try out this new idea for a reasonable time and send it back for full refund if not satisfied.

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I have resisted all offers to elaborate or embellish the "*Secret*" so that money could be made from its sale.

The "*Secret*" could have been spread

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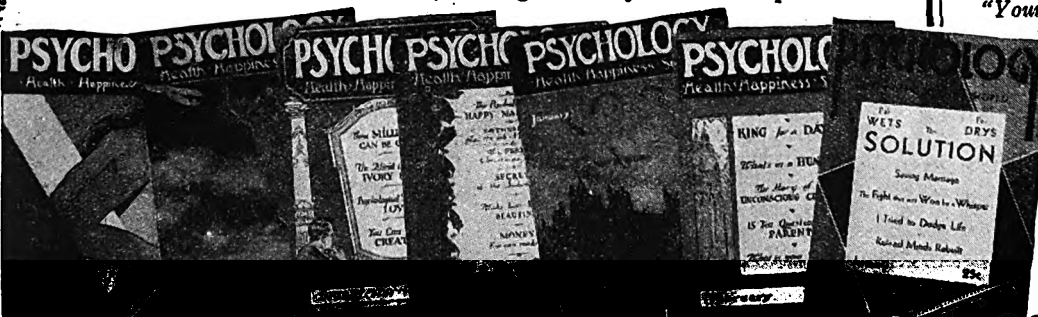
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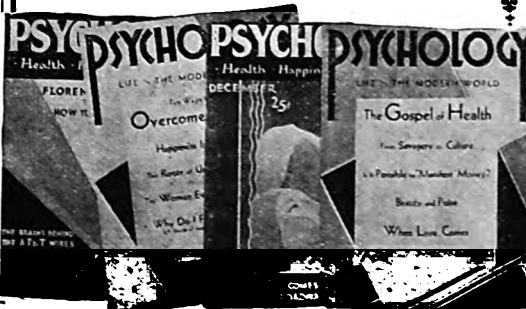
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The Land—A REFUGE

A Chat With the Editor



WESTWARD the march of empire has taken its way. One after another the great empires of history have raised themselves to supreme heights of power and then collapsed and become mere ghosts in the tragic procession of fallen states. Ever and again the story has been the same. Nations have progressed wholesomely while life has been simple and frugal and the population largely rural. Then have developed successive movements to congested centers. The severe hardships of the country have been traded for the tinsel ease and pleasure of city life. A false standard of values has been created. False gods have been worshipped. Materialism and Epicureanism have vitiated the stamina of the citizens and inevitable collapse has followed.

We are witnessing the apparent break-down of the contemporary industrial order. Our national wealth is concentrated in the hands of a few hundred families while the masses walk the streets in search of work and see their families starve. Billions of dollars have gone to finance foreign armaments, but no funds are available to aid our own legitimate industries. The banks push millions of small depositors to the wall to protect the multi-millions of their real dictators. Revolution appears futile. Communism is too young to offer any sure solution. Socialism is strong in attacking the ruthless inequalities of our present economic and political systems but weak in constructive suggestions. Its claim that natural resources should belong to all the people is unimpeachable but selfish interests have grabbed this God-given wealth and will never relinquish these riches as long

as they can buy elections, endow colleges, subsidize newspapers and control the executive and legislative branches of government.

Millions today are out of work, unable to support their families. Other millions do not know how long their jobs will last. Any day may bring the fatal word that they, too, are "laid off."

It is not the purpose of this article to consider at length the utter collapse of our boasted economic order. Innumerable remedies have been proposed. Most are worthless. Some might help. But the average citizen is unconcerned, blindly hoping that prosperity is just around the

Keystone Views



for Victims of a Collapsing Order

Henry Knight Miller

corner, content if he can have food and a place to sleep. We are a nation of optimists, but we must face facts.

The solution may be in restoring to the people the natural resources now owned by less than one tenth of one percent of the citizens. It may be thru a change in government. It may be thru a state controlled by the people instead of by the banks and other predatory interests. It may be thru a reorganized state taking over all the banks, controlling the stock markets, owning all public utilities and natural resources, and conducting these for the benefits of all rather than the enrichment of the few. We do not know. We hope whatever changes must come shall come not thru bloody strife but thru the awakened indignation of the average citizen, and the emergence of leaders who will dare to battle for justice, equity and right, rather than hand out unavailing platitudes and appoint commissions. But with all of that we have no concern in the present article.

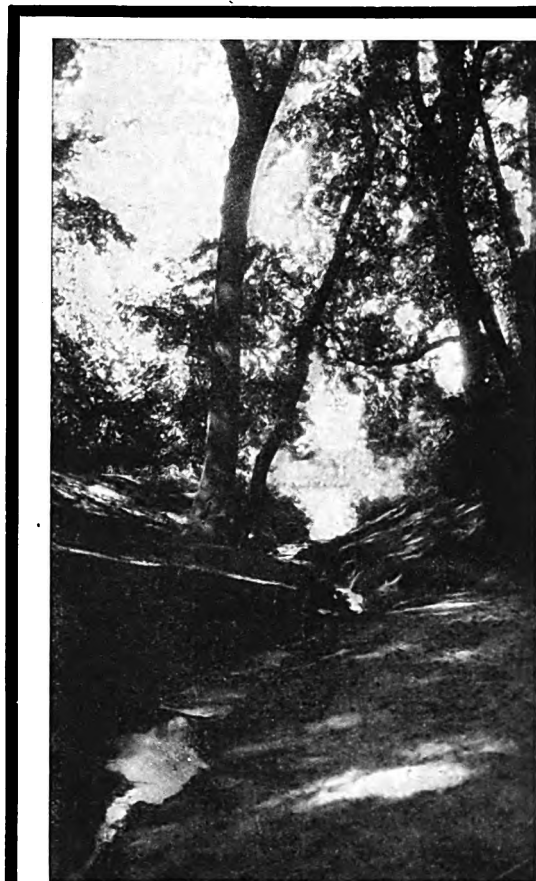
The writer has talked to a thousand men in recent months. They are all men who, until the last two or three years, had fair incomes. None of them now have any money. They are living "from hand to mouth," and from day to day, straining credits, borrowing from whosoever will lend, and trembling to think of the future as to how they can feed their families and keep a roof over their children's heads.

Few of these men are unemployed. They are simply victims of the general collapse. What shall they do?

To preach optimism is like sitting on the deck of a sinking ship saying "cheer up," or being optimistic while one's house is burning.

To hope for any remedy from our government as it is constituted is futile. Our entire political machine, save for a few daring independents, represent predatory interests completely lacking in any concern for the welfare of the masses. To hope for any general reorganization of society seems futile for many years to come.

One of scores of reasons for our present dilemma is the overcrowding of our population into congested centers. The cure is to get the surplus city population back to the land. Of course depression hit the farmer as well as the city dweller. But it is an exceedingly unusual



Courtesy Delaware and Hudson



situation when the farmer has to go hungry. He at least has food. He has good neighbors who gladly aid in any emergency.

We do not advocate a general return to the soil on a primitive scale. The farmer has had a severe struggle in recent years due to overproduction, high-priced land, high taxes, top-heavy mortgages, high wages and other factors.

We plan a cooperative movement in which colonies shall be established by carefully selected settlers, of integrity, intelligence and willingness to work. The individual colonists will own the land. But a central operating company will own all heavy equipment such as tractors, plows, sprayers, graders, etc. Thus the homesteaders will require no investment in machinery. When plowing, spraying, etc., need to be done it will be done by tractor plows, operated by the operating company, paid for out of a fair proportion of the actual product of the soil.

There will be a community center for social life and educational activity, schools, lyceums and other organized interests.

There will be trained experts in agriculture and orchardry to direct the farming to the end that the most profitable yield can be enjoyed from the land.

Market specialists will contract to sell the combined products.

We have come to a new era in farming methods. Those who cry, "Back to the Land," with no thought of the necessity of training or organization for the work are giving poor and ill-considered advice. Without intelligent and skilled direction in intensive, scientific, up-to-date farming, the man who undertakes to go back to the land, unaided and alone, is foredoomed to failure. The day of the mule and the plow is gone. The tractor and mechanical farming implements have taken their place. Machines must do the drudgery. Intelligent, organized groups in collective effort is the solution of the "Back-to-the-Land" movement. It is with this in mind that we urge the necessity of cooperative colonies.

It is planned to establish three colonies, in Florida, Maryland, and Texas and later possibly one in California.

In western Maryland 15,000 acres in the upper Potomac Valley have been placed at the disposal of this "Back-to-the-Land" movement. This country has been called an "Apple Paradise." Tens of thousands of apple trees of the finest varieties have been planted. The climate and physical conditions are ideal for apple orchardry. Berries, garden vegetables, grapes and other fruit can be successfully raised. Maryland is famous for its turkeys and other poultry. Bottom lands along the Potomac are suitable for dairy farming. The uplands offer scenic beauty of thrilling grandeur. Transportation facilities are splendid. A national highway and several state roads pass thru the tract and two railroads have several stations on the property.

For those preferring level country and a warmer climate there will be a choice between Southern Texas and Northern Florida. In Texas conditions appear ideal for grape-growing, citrous fruits, pineapples, truck gardening, berries.

The lure of Florida is known to millions who winter at its pleasure resorts. But the agricultural wealth of the state has hardly been tapped. Garden vegetables can be grown thruout the entire year so that the homesteader can at least always be sure of fresh garden food, berries and fruits. In a vast acreage offered to us local banks report yields as high as \$1,000 per acre yearly. Not only security and release from the harrowing struggle of city life, but a reasonable degree of wealth can be enjoyed by the industrious colonist in this highly favored, sun-kissed paradise.

This writer has become convinced that a back-to-the-land movement is the immediate solution for tens of thousands of families of the "white collar" class who find themselves engulfed in the maelstrom of our chaotic industrial order. He plans to devote his major efforts to aiding in this great work of human helpfulness. He needs the cooperation of all who are interested in practical human service and able to help. He invites the inquiry of all to whom the plan as briefly outlined herein appeals. Address your inquiries to the "Back-to-the-Land Movement," in care of PSYCHOLOGY MAGAZINE, New York, N. Y.





The sight of a steam shovel in action set William Meier—lace-salesman—to thinking—

Some Men NEVER Quit

By
Eugene Field Tinker

Hard Facts *about*
the Depression

THERE is grave danger in times like the present that some people may decide that new opportunities do not exist. They *do* exist, even when discouragements seem greatest. The point is that as conditions change, some men change with them—others do not. The cases briefly mentioned in this article are not hypothetical ones. The writer knows either personally or on good authority, the circumstances surrounding each. On the premise that they represent *types*, rather than exceptions, the facts concerning these men are presented for the good that others may derive from them.

Tom—Down and Out

WE HAVE all seen Tom. In good times as well as in bad. On the park bench—along the highway—in the alley—haggard, unkept, unclean. Without hope and perhaps without will or desire to work.

He begs intermittently, pilfers a bit perhaps, but on the whole, harms society less than one might expect. In early spring he migrates to the truck farms in Florida. He picks cherries in Arkansas. Later on, he follows the wheat harvest thru Kansas and north into Canada. But by fall, his thoughts turn cityward and at the first hard freeze he is back again—broke.

Either he simply does not understand the way out or he doesn't care to seek it. At any rate, he seems unwilling even to grope. Regardless of the cause, Tom, in his later years, possesses and displays the worst fruits of despair.

Dick

IN HIS late teens and early twenties, Dick is a care-free chap. He dresses well, comes and goes, quits school, gets fired from several jobs—then he drifts

for a while. Finds The Girl, marries her and they set up housekeeping in two rooms. At first both of them work. Then a baby comes. Depression follows. As business slackens, employees are laid off. Dick is practically without funds when he is let out. His wife and child require little but he has even less. Sickness creeps upon the little home. Dick looks for work—here, there, everywhere. No one wants him. Sorry. Gradually the conviction grows in his mind that he is a failure—that he has muffed his chance in life.

It does not occur to him that problems are to the individual either a stimulus or a millstone, depending entirely upon the way one meets them. Less than thirty years of age, he sits with his head in his hands, inwardly sick that he is unable to provide for his home. For Dick means well. A welfare representative brings food and medicine. An attempt is made to cheer him up. Better times are ahead. He must be patient. The storm will pass.

Dick begins to reform his notion of the world. Presumably, it is a part of life to be out of work some of the time; he will get work eventually. The Red Cross and the local Welfare Society are organized to care for all who need help. He might as well get his share.

Every community has its quota of men who, like Dick, take each day as it comes, without planning or getting ready for a better tomorrow.

Harry

THROUGH both high school and college, Harry was known as a "dashing good fellow." He studied a little, sang well, danced better, drank quite a bit, followed the sports from the side line. And Harry had a way with people, both men and women.

Leaving college in his senior year, he married The Girl, got a job as a salesman of something or other and sold, sold, SOLD. The management looked up the producer of the big orders. Harry was brought into the home office. Salary was increased. Living standards raised, popularity heightened, expenses likewise increased.

Friends were making money in the market. All right. Harry could do as well as they. He did even better. He resigned his position and spent all day long beside the stock ticker. Word got around that Harry was not only a plunger but a winner.

He played the "new era" with a lavish hand. His family was extravagantly housed, the best dressed, most widely traveled and most eagerly sought after, as measured by the standards of the ultra-select.

After the crash of 1929-30, only a pitiful wreck remained. Harry tried to smile, at first—a strange, twisted smile. But things were not the same. He gradually withdrew from social functions and it was rumored that his wife had suffered a nervous breakdown.

A few months later, another market decline. "Extra! Extra! All about the suicide!" the newsboys shout.

Found lying with an automatic by his side in a hotel room, Harry had chosen the *easy* way out. He had never been compelled to face difficulties and win. Until now, he had held a royal flush and everything had come his way. He had never discovered the sheer joy that comes from grappling with a hard problem in the open and winning the falls. Despair had conquered.

In the last two years, the morning papers have reported the tragic end of life for many Harrys—too many. Life was indeed becoming soft for many of us. We were forgetting how to grapple with adversity.



Mr. Riley, while employed on part time, created an additional source of income from work which most men loathe—selling books. But he made a lot of money and is now back at full time in his old position.

The Hold-Out

The Ex-Executive

THE high-salaried executive who managed his personal affairs well during more prosperous years has been able to tide over the present period with little distress. But there are a great many heart-sore "executives" still without employment. Some wives

do not yet realize what has happened to business. Funds have run low, consequently social obligations are of necessity being slighted, while pretense continues to run high.

Night after night the nagging at home continues. "John, you've simply got to get the money. *Go out and get it!* I'm not going back to living on little or nothing." And so on and on. It is extremely unfortunate that in such cases the husband's position should be considered a fundamental requisite of the social rating.

He is told in no uncertain terms that it would be unworthy of him to take the first position that opens. He must maintain the social *status quo* which his family

dollar man of two years ago, who now is able to earn only fifty per week.

"Why was he dropped?" I asked.

"The company went into receivership."

The cat was out of the bag. He and his associates had not been high-calibre men. They had simply been drawing high salaries during good times. No wonder the company had gone into receivership. It had been supporting high-salaried men who were incapable of supporting their company. Some of these men do not yet understand why they cannot secure the high salary they ask for. They have not caught sight of the re-alignment in values which today requires every laborer to be worthy of his hire. They are unwilling to admit the permanency of change. They are still living in hope, as hold-out ex-executives.

The White-Collar Worker

Bill Grady came to me one afternoon about a year ago. "The die is cast. I'm to leave Saturday," he announced in a tense voice.

I looked up into Bill's white, drawn features. He was and is a good fellow and most of the men liked him. He held a typical white-collar job among the workers. I knew that many a man in the ranks would gladly have given his right arm for a job like Bill's. Right then, I surmised that Bill would have given almost as much to have been permitted to keep his job.

"Bill, I'm certainly sorry that circumstances compel this. But since it can't be prevented, I'm going to do the next best thing. I'll help you find something else."

The "something else" didn't turn up at first. When a position was located where I felt he had a fairly good chance to go ahead, the work was an outdoor selling job on a food route. It was a far cry from the inside work to which he was accustomed, but it was honorable work that would pay him well and would keep him in good physical trim.

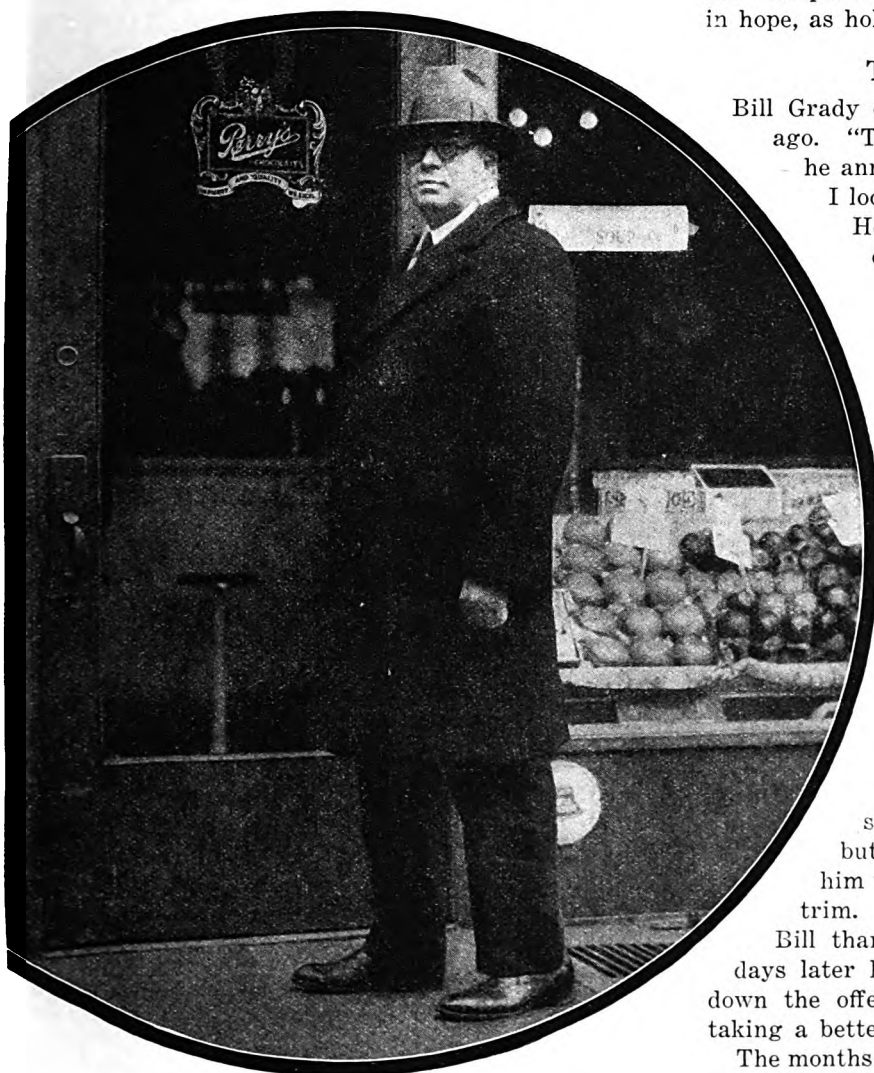
Bill thanked me—a bit coolly, I thought. Two days later he wrote saying he had decided to turn down the offered position. It might keep him from taking a better position if any should open.

The months have passed by. Bill has received aid from the Emergency Committee for himself and his little family all during the past winter. He is still looking for that ideal white-collar job. Wan, white-faced, he doesn't realize that he has let a false pride keep him in a miserable state of unhappiness for many months.

Today's Brickmakers

CONSIDERABLE mental anguish must have been experienced by the Israelites of old, who, in bondage, were required to make bricks without straw. Not an easy task, but, with doubt, some succeeded better than others.

As of old, some men and women are today making bricks without straw. I men- (Continued on page 60)



This man developed three jobs while others were looking vainly for work. Today he says, "Others still talk about a depression; for me there isn't any."

enjoyed before the crash when his salary was \$20,000 or more. He must not accept less for his services.

Fortunately for all concerned, there has been an increasing number of these ex-executives who have capitulated with circumstances and have accepted whatever real opportunity for work at living wages they could find open. Still there remain a good many hold-outs. I found one the other day—a twenty-thousand-

SHALL SHE KILL HIM?

Write us a letter, telling what you think is the best way to handle these triangular situations.

What should a wife do when she finds out that her husband loves—or thinks he loves—another woman?

Limit your statement to 300 words.

A prize of Twenty-five dollars will be paid to the writer of the best letter.

Address, Contest Editor, Psychology, and mail your letter before March 15.

*Some Suggestions About
TRUE LOVE vs. FALSE*

By Mary Thayer Birch

JUST listen to this: 'She shot him dead as he came down the steps of the other woman's house!'

There was in the woman's voice a note of intense satisfaction, as she read aloud this item in the morning paper. She seemed almost to smack her lips over the recorded incident! That note grated upon her companion—the elder woman—who asked quietly:

"Well, Polly, what good did that do her?"

The other woman looked up. Her eyes were hard reminding the other of ferocious animals she had seen as they gloated over some fresh triumph. It seemed that Polly must be imaging herself the woman who had achieved that act of vengeance.

"Why, don't you see? She made sure the other woman would never get him!"

The elder woman seemed about to speak, but she pressed her lips together. She felt that Polly was a few degrees too low in the scale of being, spiritually and mentally, to understand anything on the other side of the argument or even to have any desire to understand. Not even dormant in Polly was any power to view such a case from a higher point of view. So it was better, thought the elder woman, to let her friend have the last word. But to herself she thought:

Does that kind of emotion—of sentiment—actually pass, among people in general, as *love*?"

She thought of another instance which had just come to her notice: it was in a magazine story, merely popular fiction, but it represented the Polly type of woman, and a conception of—shall we say *love*?—which, alas, seems to be the one common to the majority—the rank and file of humanity.

The story was: The newly-wedded wife, re-

What shall she do?

*Illustrated by
F. A. Hamilton*



turning after a necessary absence of several weeks, found that her husband had been unfaithful, as he even carelessly admitted to her. Finding his loaded revolver convenient to her hand, she fired at her husband with full intent to kill. That he did not die, but ultimately recovered, has no special bearing upon the point I am about to cite. Of the police, and every one, she queried: "Why should I be ashamed to let the world know that I loved Jim *so much* that I *killed* him when I found he was unfaithful to me?"

Does this sentiment—merely a fierce, animal-like longing for exclusive possession—constitute what most people mean by love? Surely this bears no relation to that love which is the flowering of the soul of a human being; that divine essence in us which is above anything that is seen in the lower animals. If there were working in the hearts of these women, whom I have cited, true, lofty, human love for their mates, then it would react otherwise.

A wife who finds that her husband has become strongly drawn toward another woman will quickly, with a strong hand of self-mastery, crowd down within herself the cave-woman spirit and calmly survey the situation. One of the first questions she will wish to determine will be whether this attraction which her husband is feeling is one that is worthy and deep, or shallow and rather to be termed an infatuation. But, in any case, should not the woman ask herself: "Why did I not make more sure of this man and his love—*our* love—before I married him?"

It takes *two* to make a marriage, even a marriage that is such only in name. When the partnership proves a failure, can either of the two be held quite free from blame? We always hear so much about "the outraged wife," the poor thing! Often, of course, she does deserve deep sympathy, but that does not free her from her share of blame. Whichever one, the man or the woman, is of the more highly organized type and the more intelligent, to that one attaches the greater blame for not having been more discerning and discriminating when he, or she, was contemplating marriage. For the more

sensitive and refined spirit should have known better and not leaped without first making as sure as it is ever possible to be in advance, about the inner nature of the other and their fitness for each other.

But suppose that the misalliance has been entered into, and the question has become one of righting a bad situation. Let us consider the case where the husband finds himself drawn toward another woman. When the wife finds out about it, if she is wise and good, she will first of all stifle her pangs of primitive jealousy. In the souls of the highest types of people today such feelings find no abiding place.

Let the wife whom we are (*Continued on page 69*)

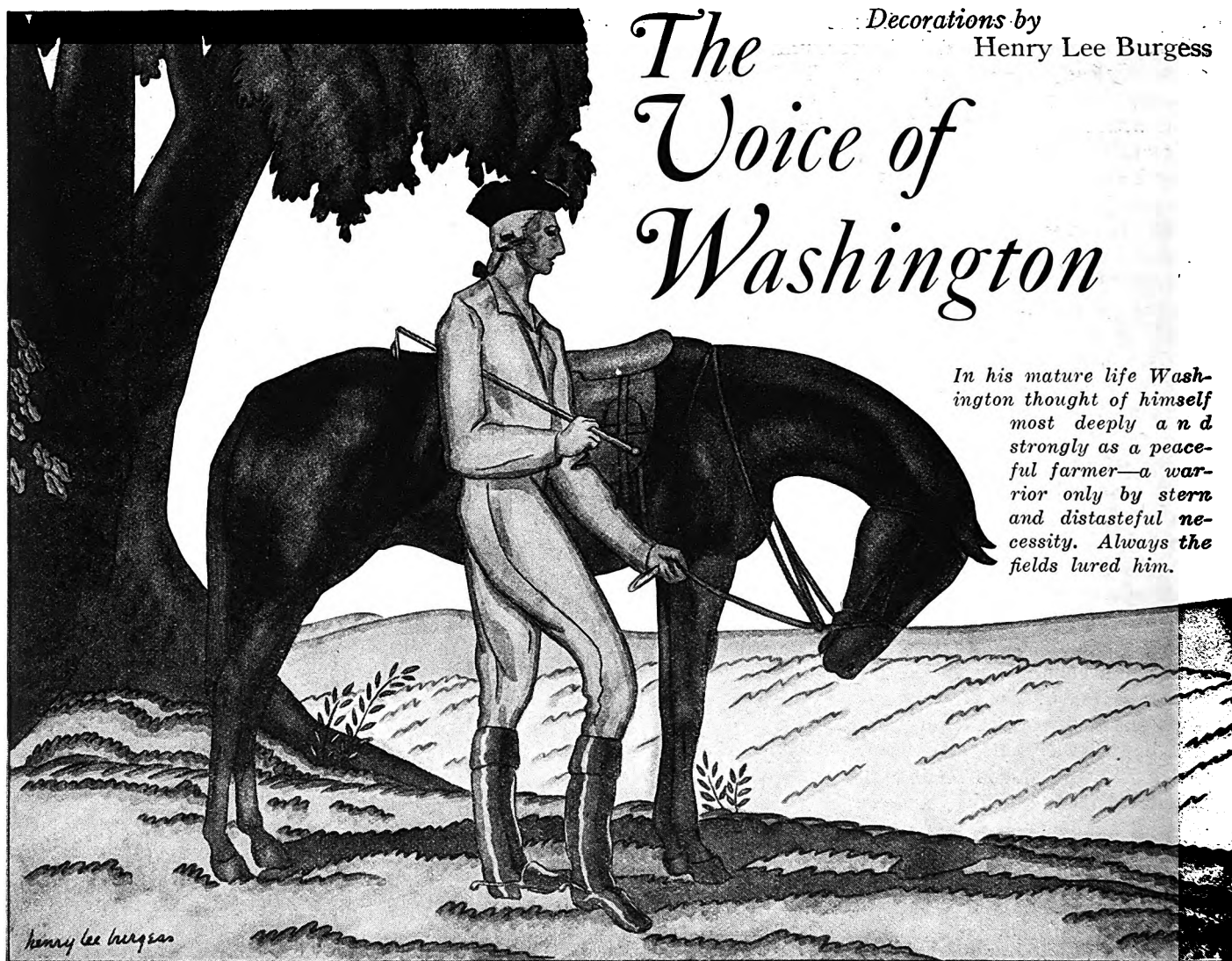


Decorations by

Henry Lee Burgess

The Voice of Washington

In his mature life Washington thought of himself most deeply and strongly as a peaceful farmer—a warrior only by stern and distasteful necessity. Always the fields lured him.



1732—1932!

This is "George Washington Year."

Thruout the United States communities will observe the two hundredth anniversary of Washington's birth with pageants, oratory and song.

February, month of his birth, will be one of the most acute periods in history. The world is holding its breath. What is to happen?

The disarmament conference meets at Geneva. Will the pledges for reduction be kept? "Big Navy" proponents are trying to force Congress and the President to increase naval construction rather than reduce it, tho attempting to make it appear that within the space of the allotted ten years the reduction point will have been arrived at. India trembles on the vortex; China and Japan strain at the leash; Continental Europe staggers under its load of debt and seethes with hatred, suspicion and fear; unemployment, poverty, starvation, terror—stalk the world.

It is a time for sober thinking, firm faith, rigorous action toward peace.

H. V. Kaltenborn, veteran observer and analyst of world affairs, says, in a recent issue of the "Town Crier" which features the New York City plans for a Washington pageant:

"There is recognition everywhere, except among small-minded politicians, that the world has become an indus-

trial and financial unit. Crisis in one country means crisis in others. Recovery in one country stimulates recovery elsewhere. Threat of war in any part of the world is of vital and immediate interest to every other part. . . . In February the Disarmament Conference meets in Geneva. The United States will play a leading part in its discussions. The success or failure of this conference will mean much for the weal or woe of the world. Let us remember, therefore, that as patriotic Americans we owe it to ourselves and to our country to realize that we are living in an integrated world. You can no longer be a good American unless you realize America's interest in and obligation to world problems."

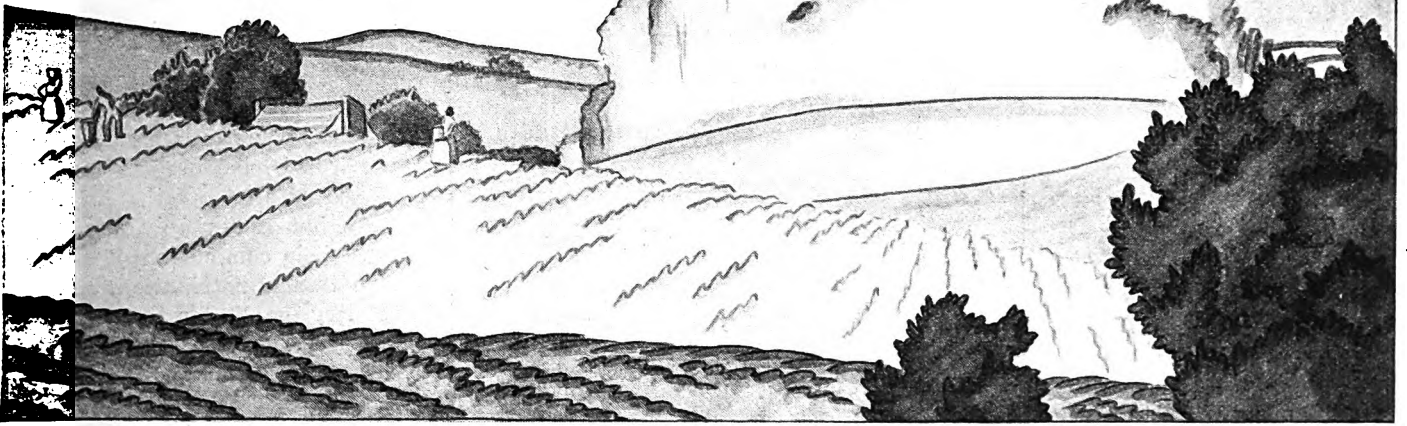
The United States George Washington Bicentennial Commission, in issuing a booklet outlining plans and programs for community celebrations, states that it is seeking to carry out its official instructions "by reviving among us the lessons of our national life, by fresh consecration to the fundamentals of the newer freedom of mankind that has shed the glory of equal opportunity upon a world of strife and social and political oppression."

The metropolitan celebration will be inaugurated with an elaborate pageant at the Town Hall under the direction of Mr. D. G. Rowse, with Mrs. Charles Edward Tracy as chairman of the pageant committee.

ON *Today's Problems*

Echoes from the PAST and
Words of the PRESENT
Point the Way to an *End*
of War

By A. H. Howland



Peace-lovers everywhere will be reviewing and searching the words of Washington on the cause dearest to their hearts. It is clear that in his mature life he thought of himself most deeply and strongly as a peaceful farmer—a warrior only by stern and distasteful necessity. Always the fields lured him. Such utterances as the following come down to us thru the years from his staunch pen and stalwart voice:

"My first wish is to see this plague to mankind (war) banished from the earth, and the sons and daughters of this world employed in more pleasing and innocent amusements than in preparing implements and exercising them for the destruction of mankind.

"Would to God the harmony of nations were an object that lay nearest to the hearts of sovereigns; and that incentives of peace, of which commerce and facility of understanding each other are not the most inconsiderable, might be daily increased.

"The supplicating tears of the women and moving petitions of the men melt me into such deadly sorrow, that I solemnly declare, if I know my own mind, I would offer myself a willing sacrifice to the butchering enemy, provided that would contribute to the people's ease."

A new note is to be detected in all the current pleas for peace and for world unity. Harmony of nations is no longer put forward as a thing that

ought to be, but as a thing that *must* be realized.

Dr. S. Parkes Cadman, seasoned patriot and parson, said the other day in an impassioned plea for peace: "The world must unite or perish . . . Men and women must root out of their hearts all hatred and enmity. Unless this is done war will continue in spite of governments and pacts, and just as surely will this civilization pass."

Dr. John Nevins Sayre, executive secretary of the Fellowship of Reconciliation, writes:

"I spent two months in ten countries in Europe last winter investigating conditions and altho that was the seventh trip I have made since the war, I have never found things so alarming or people so generally in as great fear of economic collapse, revolution or war. The evil trinity of unemployment, debts from the last war and armament expenditure for the next war, plus the animosities aroused by the clash between Japan and China in the Far East, have brought the world to the very edge of an abyss. The fear and pessimism arising out of conditions is paralyzing industry and trade, and so becomes a further cause of worse depression. . . . If public opinion here wakes up and gets on the job it is possible that American aid may be sufficient to avert the catastrophe that threatens Europe."

One of the most hopeful recent steps in the world peace movement is the establishment of the Interna-

tional Council on Disarmament, a fortnightly conference of executives and representatives of sixty organizations interested in international relations. The chairman of the council is Mr. James G. MacDonald, of the Foreign Policy Association. Most hopeful of all in the launching of this new "council of councils" on peace is the fact that industrial leaders and organizations are cooperating in its work. In a commodious show room at 746 Fifth Avenue, in the heart of Manhattan, an "International Exhibit" has been opened, at which a number of great industrial organizations are displaying their products, charts and other items illustrating their operations. The only stipulation made for these displays is that the firms and corporations contributing "show how their products are dependent on international relations and international stability." Among the earliest exhibitors are: General Motors Corporation, Pan-American Airways, Inc., Chrysler Export Corporation, E. R. Squibb and Sons, American Telephone and Telegraph Company, Rand-McNally Map Company and the New York Times.

In describing the work and plans of the organization, Mr. E. Harrison Eudy, its director, said,

"The objects of the Exhibit are to show the public that America and American business are inextricably involved in international relations; to offer American firms that are international in scope an opportunity to show the public the breadth of their activity; to provide the public with a source of information on international relations.

"With this in view a collection of books, pamphlets, periodicals and posters has been assembled dealing with all phases of international relations. Professor Parker T. Moon, of Columbia University, has collaborated in the preparation of the bibliography. Thirty leading American publishers and forty organizations are exhibiting their books on international subjects.

"The equipment and furnishings for the Exhibit have been furnished by a great variety of American firms.

"A series of lectures and conferences on international relations will be led by well-known speakers and announcements of dates will be made from time to time. In addition, the Exhibit will provide special speakers for any groups requesting them, and will cooperate in arranging lectures for clubs, associations and luncheons without charge."

In addition to the impressive exhibits already referred to one of the most striking of the entire collection is the work of Mrs. Esther Tabor Fox, of Worcester, Massachusetts, who has created and assembled a remarkable series of exhibits and charts showing how various industries touch widely separated corners of the earth, and how household, local, domestic and foreign

industry, business and finance are bound together with ties that are almost biological in their vital essence.

Two further quotations must serve to end this brief review of world affairs in the light of the Washington Bicentennial and the impending Disarmament Conference. The first is from James D. Mooney, vice president of the General Motors Corporation, in charge of overseas production; the second from Washington himself. Mr. Mooney, speaking before the New York Board of Trade, said:

"During the past five years the organization with which I am associated has done about a billion dollars worth of business thruout the world. We operate manufacturing plants abroad, assembly plants, warehouses, and all sorts of selling companies. We do business literally in every country on the face of the globe.

"The general horizon for international trade is very promising. The remarkable advances made in the arts of communication and transportation during the past

twenty years have actually made economic neighbors of the world, regardless of the distance as measured in miles. There is wanted only an adjustment in the attitude toward trading among the various nations."

"The various countries of the world have become connected with one another in a way that remarkably alters the whole complexion of international distribution. A country that is ten thousand miles away from your own country today is not distant from you, as it was just a few years ago. This miracle has come to pass thru modern methods of communication—the cable, the radio, the telephone; and thru improved methods of transportation—faster steam-

ships, railroads, motor vehicles, and aeroplanes. The general speeding up of the inter-communication of ideas, and along with it the quickening of the movement of goods from one place to another, have actually made neighbors of the most distant countries.

"Let us have peace. Let us move on with the job of feeding and clothing and giving better shelter to people—to the masses of humanity throughout the world."

And again from Washington—and one knows that even his mighty mind would have been staggered if it could have foreseen the developments of the industries of the nation he founded and their vast extensions thruout the far places of the world:

"Your young military men who want to reap the harvest of laurels do not care, I suppose, how many seeds of war are sown; but for the sake of humanity it is devoutly to be wished that the manly employment of agriculture, and the humanizing benefits of commerce would supersede the waste of war and the rage of conquest; that the swords might be turned into ploughshares, the spears into pruning-hooks, and as the Scriptures express it, 'the nations learn war no more.'"

Washington

THY soul shall live in every cause of glory,
Whose rolling march shall gladden
pines and palms,
When that brief age that knew thy form
is hoary,
And peace shall gather all the nations' arms.

Slumber eternal in thy tomb immortal,
Till Peace shall gather Freedom's fields
of wars,
Thou who didst ope to human rights the
portal,
And set the course of empire with the stars.

—Hezekiah Butterworth.

By

Ouisse Vaupel

The Soul that Sings

WHAT is the mystery of the soul that sings? The song that wings from the Ocean of Darkness?

For who can measure darkness? What can penetrate its nothingness, but the song of spirit?

The song that echoes down long white, endless lanes of pain, where little blue hands are reaching thru the bitter cold for bread.

Bread, of which there is never enough.

Blind eyes that look blankly ahead, and see not.

Pity that dies in the heart, stopped by the joy-heralding song—

The song that wells up from the depths of the blind one.

The prisoner, despised and broken in body, singing his song,

Singing as one who has seen the freedom of wild waves in storm-ridden seas,

And gathered it to himself to give it voice.

The white one on the bed of pain,

So close to the edge of eternity,

Heeding nothing but the urge within to scatter pearls of sound,

Melody that will linger like perfume long after he has passed.

WHAT is this song? This refrain of hope?

Like an exquisite poem of life it is scattered like white petals On the mire of despair, to show those who can see the gleam of hope.

Poet of The Stars, keep your light always burning,

Replenish it with the oil of faith.

Let hope keep it bright,

Let the unshed tears of the sufferer form into a diadem,
To wear upon your head.

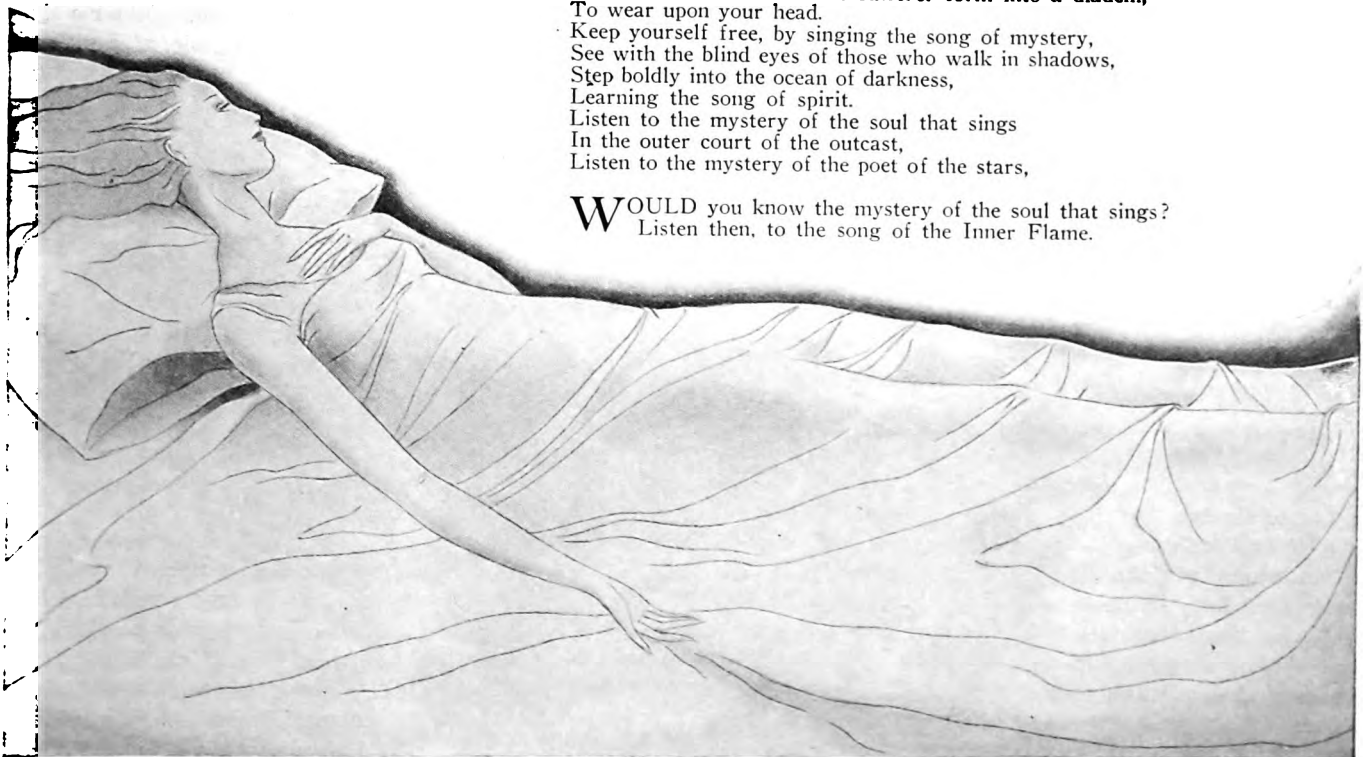
Keep yourself free, by singing the song of mystery,
See with the blind eyes of those who walk in shadows,
Step boldly into the ocean of darkness,
Learning the song of spirit.

Listen to the mystery of the soul that sings

In the outer court of the outcast,

Listen to the mystery of the poet of the stars,

WOULD you know the mystery of the soul that sings?
Listen then, to the song of the Inner Flame.



By

Daniel H. Bonus, Ph. D.

memories at one time. It is a wise nature that keeps the past in the background so that we may be occupied with our present needs.

But it is also consistent with natural law that the past is not obliterated. Experience is preserved and governs our behaviour in subtle ways. It is the foundation of habit.

"Love is a form of insanity," says the young man to whom every love experience is a "dis-illusionment."

attempt to recall these fearful experiences. He keeps them faithfully buried. And yet, they are just the experiences that have determined his fear of dogs. Until he drags them forth and makes a mature adjustment, the fear will continue in spite of his judgment.

Obviously, if he does not allow himself to think of these experiences he is deprived of the opportunity to see the connection between his fear at present and the fear in his childhood.

It is essential to recognize the influence of the past as an active force in the individual's life. And if it is an actual, tangible quantity in life



A certain man displays unusual excitement whenever he is near a dog. Regardless of size or gentleness, a dog arouses a strange sensation along his spine and at the roots of his hair—common symptoms of fear. He cannot bring himself to pet a dog or establish any degree of familiarity with the animal to overcome this attitude. While he realizes the incongruity of the situation he is nevertheless helpless in the face of it. His humiliation is further aggravated by his friends, who lose no opportunity to tease him about his fear of dogs, such as placing a dog in his lap or calling to dogs in his presence.

This man's mother feared dogs to such an extent that she would grow hysterical at the sight of one. On many occasions, when walking with her young son, she would drag him across the street, or dart into a hallway, or run at top speed, panting, in a panic, to escape a dog.

She warned him repeatedly about the danger of dogs, the horrible results of a dog's bite, vividly picturing the awful sight of a mad dog foaming at the mouth, defending her fears with tales of children who had been bitten.

All this the man has forgotten. He would resist any

it would seem sensible, not only to accept it as such, but also to understand it.

This the human being consistently refuses to do. Strenuously he devotes himself to the painful task of deliberately trying to forget, believing that to forget will relieve him of suffering. It is a popular fallacy that has wrought extensive damage, bringing with it not only dullness of thought and extreme, unreasonable actions, but also various forms of disease.

The unfortunate results of forcibly forgetting unadjusted experiences are seen in the alarming increase of nervous disturbances as well as such common complaints as weak will, inability to concentrate, indecision, peculiar habits, fears, and many forms of actual physical sufferings.

We fondly believe that our disagreeable thoughts are forgotten while they continue irritatingly in the background of our personalities, seething and boiling, affecting our feelings, our actions and health.

Humanity is sadly in need of an instrument designed to reveal a clearer understanding of the influences that have made our characters what they are. What a sensation would be evoked by a chronological presentation

of one's intimate experiences since birth, depicted on a moving-picture screen, with indications of the ideal links that have formed our judgments.

Imagine your feelings as your past history moved in review before your eyes. No doubt the picture must needs be run many times to make its meaning clear.

What we realize at a given moment is a tiny quantity compared with that which we have forgotten. The moment of realization obscures the past as the skin hides the inner organs of the body. And just as a knowledge of the body is possible by removing the skin to reveal the inner structures, so knowledge of our characters becomes possible by recalling our forgotten past experiences—at least those colored by exaggerated feelings.

A young man maintains peculiar views about love. He expresses himself in the following words:

"Love is a form of insanity. I thought you knew that. Each person has his own definition of love. It is all in the state of mind. I may construe a person's actions as acts of love while you may call it mere sentiment. Where is the distinction? I am not a wooden image nor a statue. I can be attracted by a pretty face or figure the same as the next man. That is natural, and I am natural in this one respect. I am attracted to women in the same way I am attracted by a new car or a beautiful scene."

The confusion of thought expressed above becomes clarified as we examine a few memories which he recalls with intense resistance. Consider the humiliating and painful quality of these thoughts:

"My first love. She was the most inconsistent girl I ever hope to meet. A terrible liar. Vulgar. Tho educated, she was unintelligent. You may get the idea that I am now trying to 'rub it in' because I did not get her; a sort of 'sour-grapes' feeling. I am not a bit sorry that the girl turned out the way she did. I am rather glad, for I was under the impression, at that time, that woman was a gift of the gods. A trifle disillusioned now."

Disillusionment is clearly not an adequate form of adjustment to a disagreeable experience. The young man plainly reveals his present attitude as one of revenge for the "trick" played on him by this woman. He makes the mistake of classifying women according to this particular experience. Women to him are as attractive as "a new car or a beautiful scene," but decidedly unreliable.

"Love is a form of insanity" seemingly protects his feelings against further injury, preventing him from

taking any woman seriously. His logic is as loose as that of the person who hates all people with red noses because someone with a red nose slapped his face when he was a child.

Yet this is a method of thinking fairly common in everyday life. We tend to prefer things connected with pleasant experiences and to dislike things that recall disagreeable experiences. That these experiences are largely a matter of accident seldom occurs to us. Values based on personal experiences are therefore apt to be false.

Such distortions of meaning may be avoided by the better and safer way of facing disagreeable thoughts bravely and willingly with the aim of classifying them where they belong.

The truth need never harm us. No matter how disagreeable a thought may be, no matter how much you disapprove of it, or how much it seems to humiliate you, it should be kept clearly in mind until you have disposed of it sensibly.

In the case of the young man cited above we see how incapable he is of enjoying a natural love life as long as this old venom is active. He carries a serious handicap which affects his judgments in general, preventing him from making substantial progress in life.

Most of the common human faults, such as deficiency of will, inability to concentrate, apparent lack of character, courage, or initiative, lack of confidence or purpose, bad habits, laziness, and so on, may now be viewed as effects, not causes. The causes are to be found among the forgotten influences of the individual's experiences.

Many faults persist because of the effort used to keep these past influences forgotten, resisting the necessary task of understanding them and their significance in feeding the fault.

Naming difficulties is of little service in explaining them. Any constructive measure designed to modify

such faults presupposes knowledge of the causes back of the faults. The logical method of approach must permit insight into the individual personality makeup.

False standards established early in life, mixed with egotism, make us unwilling to face the disagreeable facts about ourselves. But the

penalty is clearly defined.

If a disagreeable thought is pushed out of mind it remains in an excitable state, buried deeply where it continues to cause disturbances that escape the judgment. One does not realize its far-reaching effect.

If the disagreeable thought (*Continued on page 70*)



*Truth need never harm us—
tho it may leave its mark.*

People Like to PAY their DEBTS

Says

CLARA SANDBORG

in an Interview

with

Hannah
Stein

Illustrated by

F. W. Swain

CLARA SANDBORG has found out some new things about debtors. And the individuals from whom she collects bills are finding out that there are different kind of debt-collectors. Miss Sandborg used to think that bad debts were always incurred by bad people. Now, after more than nine years of running her own debt-collecting business she knows that good people often run into debt—and can't get out. And she has performed the miracle of making debtors feel that the debt-collector is their friend—helping them to get out of the bondage of debt and become free men and women again.

It was on her second job, that Clara Sandborg got her apprenticeship as a collector in

If all debt-collectors had a face like that of Clara Sandborg—with brain and heart to match—there would be fewer headaches, among debtors and creditors alike.

Why people get into debt and how they can get out of it are two of the most urgently pressing problems of human life—particularly just now.

The basis is *understanding*.

Miss Sandborg is a teacher—instructing people how to climb out from the morass of debt, and instructing creditors how to make it possible for the debtors to pay.

her home town, after a period of work in the credit department of a store in Minneapolis. This time, she went to work directly with an agency where she found out there are different kinds of bad debts just as there are different kinds of people. She discovered as she got closer to delinquent accounts (as they are politely called), you had to bear in mind that you were handling human beings. And the more she studied the individuals behind their debts, the more convinced she was that they should not be assembled *en masse* under the caption "delinquents."

That gave her an idea. If she understood the business of handling them as well as she thought she did, she would

open up an office of her own and do business by applied psychology. She would go after each one as an account deserving special attention, and see if she couldn't get people to pay up—not because they were forced, but voluntarily.

It meant a considerable investment for a person of her youth and resources. Tho she didn't have to make an outlay for merchandise, which a business ordinarily does, she had to be prepared to forego a salary for an indefinite period of time; to draw on her capital for rent, and also to draw on ready cash for her help, without whom it would have been futile to begin.

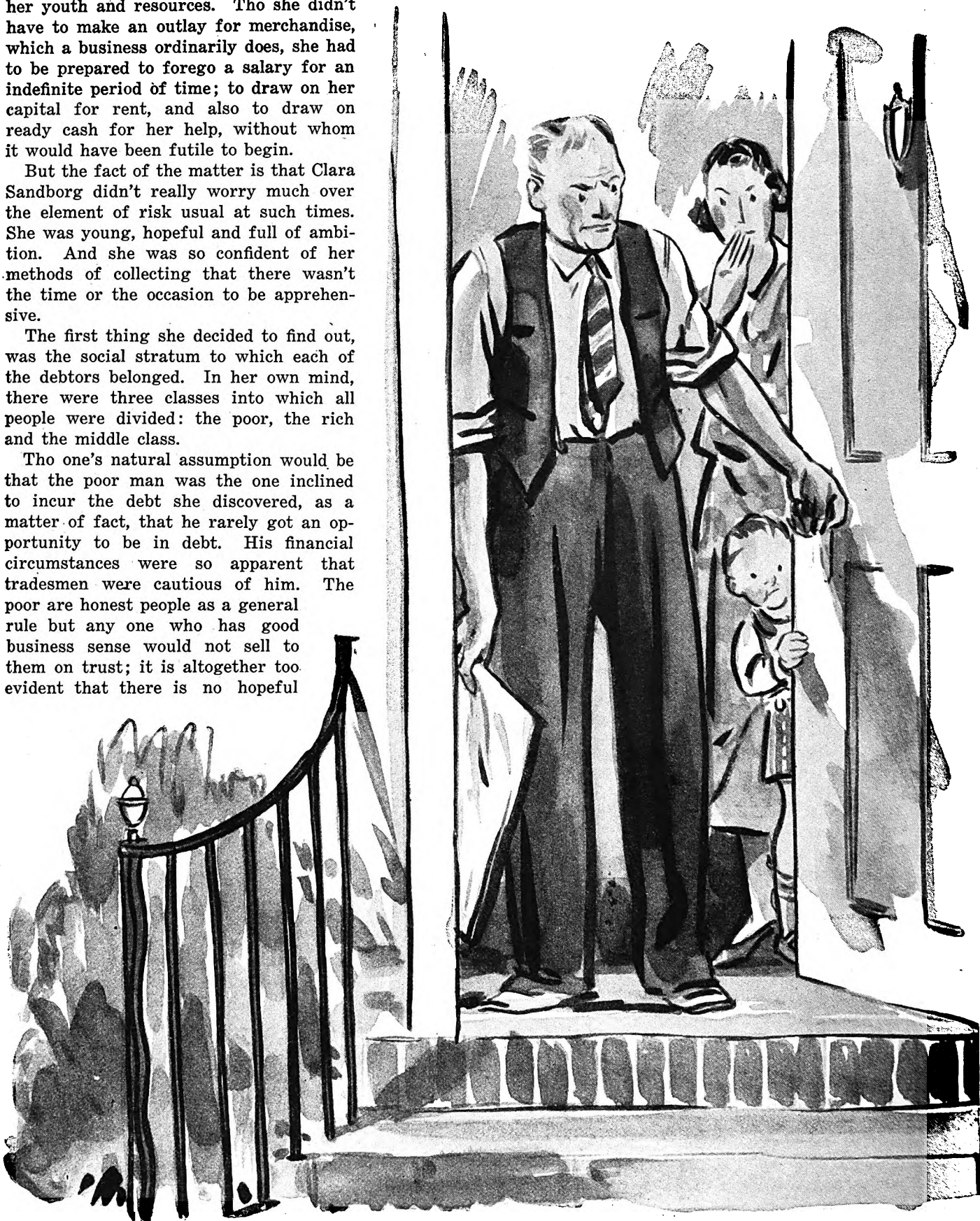
But the fact of the matter is that Clara Sandborg didn't really worry much over the element of risk usual at such times. She was young, hopeful and full of ambition. And she was so confident of her methods of collecting that there wasn't the time or the occasion to be apprehensive.

The first thing she decided to find out, was the social stratum to which each of the debtors belonged. In her own mind, there were three classes into which all people were divided: the poor, the rich and the middle class.

Tho one's natural assumption would be that the poor man was the one inclined to incur the debt she discovered, as a matter of fact, that he rarely got an opportunity to be in debt. His financial circumstances were so apparent that tradesmen were cautious of him. The poor are honest people as a general rule but any one who has good business sense would not sell to them on trust; it is altogether too evident that there is no hopeful

source from which to draw when bills become due.

Then she found that the condition among the rich was that the head of the family usually was in business himself, and he couldn't afford to let bills run along unpaid because his own rating might suffer if he did. Possibilities are nil.



Then it must be the middle class. This was such an enormous group, but it was amazing, she said, how comparatively few debtors she found among them. They are very cautious people who buy carefully, and always have a bit of surplus laid aside for the inevitable rainy day.

That should have ended her survey. But it didn't. Someone must be responsible, Clara Sandborg reasoned. Judging by the endless list of delinquents, there must be a special class of people somewhere for whom she couldn't account. So from that moment she went about looking for the "lost tribe." And after considerable investigation, she discovered two additional classes

The debt-collector's first thought should be not to antagonize



upon whom she put the blame: the one directly above the middle class and the one just below it. The "would-be's," she calls them. She explains their status as follows:

"They are of a class who struggle to ape the class directly above them. They live on a scale they cannot afford, and they don't allow a margin of safety. When a casualty befalls them such as sickness or the loss of a job, they are not prepared to pay their bills. Consequently, the slightest irregular condition at home throws them behind in their debts.

"But the most pathetic ones are those I put into the 'optimistic group.' They are the people who have a blind confidence that the future will take care of itself. They have an inherent cheerful irresponsibility. They don't mean to be dishonest by any means but they make themselves comfortable because they are hopeful that they can pay. But the result is that they live on the bounty of the people with whom they trade."

Learning to know her people, was the first intelligent move Miss Sandborg made when she went into business. She could have gone into it methodically and mechanically, but she chose her approach from a more personal angle which has proven to be a decided success.

"As a matter of fact," Miss Sandborg said, "seventy-five per cent of the people can pay their debts if they want to. It all depends upon the way you reason with them."

Her knowledge of this gave her the assurance that her business would grow. She knew it long before she had any profits to show. If people *could* pay, she scored a point right away, because agencies are paid not for their efforts but on the basis of the amount they actually collect.

"True, you frequently find debtors who have nothing, and are not earning enough when I take the account in hand, to give me any hope whatever," she continued. "In such instances, one has every reason to believe that it would be a waste of one's time to pursue them. But the fact that a man cannot pay immediately isn't conclusive proof that his account is absolutely hopeless.

"What I do in such instances, and they aren't infrequent by any means, is to put the account aside for the time being, and make a re-check every now and then to ascertain if a favorable condition has taken place. It's amazing how many intimate details you can find out about a family if you are tactful. You can learn if the family income has increased and how much that increase measures in proportion with a fair-minded estimate of
(Continued on page 60)

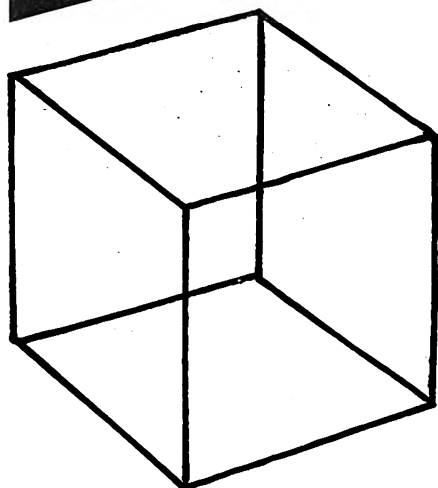
A Way to Know

By

Nathaniel Pousette-Dart



It is interesting to note that Mr. Pousette-Dart's drawings sent over television have been seen on receiving sets as far away as Texas.



As you look at this figure from moment to moment the whole seems to change. Do the parts in this figure create the whole or does the whole create the parts?

A FRIEND of mine said to me the other day, "You apparently believe in giving complicated problems to students rather than simple ones."

He had misunderstood my method of instruction. What I was trying to do was not to present a complicated problem, but to completely present a simple one in such a way that the student would have an interest in, and an understanding of, the details as related to the subject as a whole. In other words, I was applying the Gestalt psychology to teaching.

The Gestalt Theory, reduced to its simplest terms, is that the whole creates the parts, rather than that the parts create the whole.

Gardner Murphy, in an article in Harper's Magazine, entitled "The Geometry of Mind," tells us that if a clock is taken apart and then again amateurishly put together, the parts all will be there, but the clock won't run.

In other words, there must be a correlated, intelligent idea of what a clock is, before the parts can be put together in such a way that the clock will run. The man who invented clocks did not first think of a lot of wheels and springs. He was inspired by a desire to create something that would keep time.

The real artist always works thru inspiration. He conceives his picture first as a complete whole, and then works out the separate parts. The false artist, lacking any real in-

spiration, tries to take parts and build a whole out of them, but the parts never unify into rhythms of line, form, or color, because there is no unifying idea behind them.

A work of art is something that is unified thru creative feeling.

When we listen to a piece of music for the first time, the chances are that we do not fully appreciate it. We must hear it several times. This is because we hear the parts separately on a first hearing, and so we fail to grasp the composition as a whole.

Music has a mathematical foundation, but mathematics alone cannot produce music. It is merely a means to an end.

start to labor stupidly over details which they do not understand and which have no meaning for them. A real teacher can inspire a student; can arouse his enthusiasm over the way in which all the parts of a figure are organized into a unified and beautiful whole. He can teach him that a part has significance only when it is related to the whole. A body is beautiful when it is inhabited by a mind that controls every motion it makes.

In the dance, the great artist is the one who senses

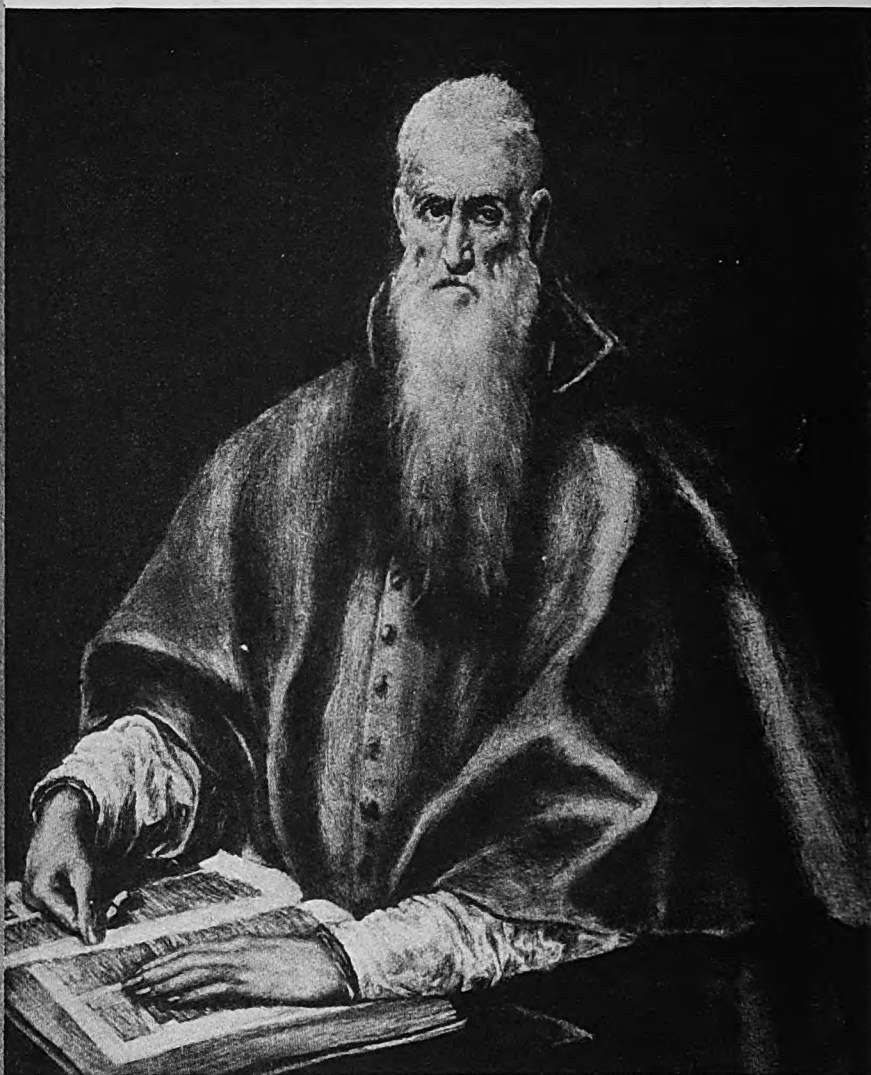


This primitive piece of wood sculpture is completely unified in its design and forms.

what he wishes to achieve thru inspiration. He does not think about the movements he makes,—he feels them. In executing a series of rhythmic movements, he realizes that they will mean little as pure art unless he can relate them to the original inspirational conception that he had in the beginning. If this were not true, senseless jumping and whirling might be construed as art.

When Botticelli painted his picture of Spring he had a lovely appreciation of the individual actions of his seemingly dancing figures, but he failed to unify the whole composition, probably because he was so interested in the charm and grace of the individual figures.

Rembrandt rarely failed in this manner because, altho at times he painted every hair on the head of



Portrait by El Greco . . . In El Greco's paintings each part is dominated by the ensemble.

a model, he never lost sight of the reason for which he started to paint the model in the first place. He was always a master creator and he never fell to the level of a mere intelligent craftsman.

Sometimes the preliminary sketch for a painting is better than the completed painting because the sketch is generally pure Gestaltian inspiration. When the artist starts to carry it out he loses contact with his inspiration and becomes inter-

ested in unrelated facts and materials.

The younger artists who are ambitious to achieve great things are sometimes misled into mistaking facts for truths and principles. We see so many students who go abroad on scholarships, and who seem to have such rosy careers ahead of them, but who return with nothing but dead facts and the surface technique of past masters. They have failed to grasp the inspirational urge behind the great work they have seen, and have brought back only lifeless forms. It is sad to see youth making petrified, frozen and lifeless images which lack inner completeness and vital significance.

The Gestaltians believe in analysis but not in synthesis. After the original inspiration is complete, however, analysis can do no harm. On the contrary, a great deal of good can be done by thoroly analysing the works of the masters. Altho an artist may not be conscious of the fact, at the time of creation, he is always making use of masses of memory material buried in his subconscious mind. When he creates he is not, as a rule,



Courtesy of Mr. Knoeller & Co., Inc.

"Castor and Pollux and the daughters of Leucippus." by Rubens This painting by Rubens is a happy inspiration. Notice how every part is beautifully related to the whole.

"Kermess" by Pieter Bruegel A complicated and detailed picture like this one of Bruegel's could only have been so well organized by being aesthetically inspired.

to analyze each work in detail.

conscious of the complex and subtle relationships that he is establishing on canvas. He is carried ahead by a perfect confidence that, in creating the whole, the part will take its rightful place in the completed work of art.

The Gestalt Theory may also be applied to art appreciation. Look at the pictures on these pages and try to grasp the creative impulse behind them. What was each artist trying to do? Were the thoughts of the savage similar to those of El Greco, Bruegel and Rubens?

Were they all trying merely to tell a story?

Were they all primarily interested in the organization of line, texture, color and form? Or, were they all trying to capture the rhythms and inner life back of the outward form?

After having grasped the underlying purpose, begin

angles and squares that give a structural significance and power. The details are all the logical outcome of an original creative idea.

In the El Greco we feel the dominance of the great pyramidal shape of the figure on which balances the comet-like face. The folds burst in lightning-like shapes, which are echoed in the forms of the sleeves. The hands and arms start a great spiral that ends in the vortex of the head. Each line sings of the complete picture.

Bruegel's picture is organized like a great pin-wheel in perspective. Around the man in the center of the picture swing the forms of the people, houses and trees. Arms, legs, guns, tables, daggers produce an ever-changing rhythmic movement that makes the whole continually grow and change. The Rubens is another upright pin-wheel construction, equally dynamic.

Bondage

By Grace Ainslee

"MY HARD, unnatural childhood killed my ability to feel normally, completely, for all time to come. And that's the reason I can't marry you," concluded Louisa.

The story had not come freely from her lips. A prim, self-contained spinster who has kept her innermost thoughts locked within her breast does not for the first time in her life easily deliver the key. But a sense of duty demanded the telling and that call Louisa had never heard in vain. She looked at Jerry Blake now a little drearily, hopelessly, out of deep hazy eyes that were neither gray nor blue.

Jerry had listened without a word, drumming a little sometimes on a chair arm and

frowning deeply. He flecked his cigar now with a gesture that seemed to indicate an end to patience. He stalked over to the window and stood looking down on the busy city street. There was silence in the room—Louisa's room—which reflected her personality; it was pleasant and comfortable and harmonious in coloring, but a certain hardness was there. This austerity was present in the straight hang of the curtains, the precise line of the well chosen prints upon the wall, the style of furniture.

Jerry viciously threw his cigar end into an ash tray and came striding back from the window. Lines of protest furrowed his brow as he looked down upon her. She sat quietly in her favorite straight-backed chair,

The woman stared, then suddenly sank on her knees, her hand caressing the dog's rough neck



Illustrated by
T. G. RICHARDSON

one neatly shod foot crossed primly over the other. He studied her in his leisurely, thoughtful way and gradually the lines of his face smoothed themselves into a faintly tolerant smile. He seemed to see the embodiment of his dreams in the rather stern features before him. "Grim" might come unbidden to one's mind in analyzing them; there was no softness there; the mouth was far too firm for beauty and it seemed set and not accustomed to smiling. But to Jerry the hardness had

been acquired, obscuring the natural beauty that had reigned before.

"That's all tommy-rot, my dear," he finally announced with decision. "Does not contain one grain of that which you have so much of—plain common sense. We're practical people, Louisa, you and I. Now, be reasonable; how can you reconcile this fantasy of yours with ordinary intelligence?"

Louisa sighed resignedly and shook her sleekly coifed head.

"I didn't think you'd understand." After a moment she continued, "But I thought I ought to tell you. It's the real reason why I can never marry."

Jerry continued to stand looking at her thoughtfully. Perplexedly he ran the fingers of one hand thru his slightly graying hair.

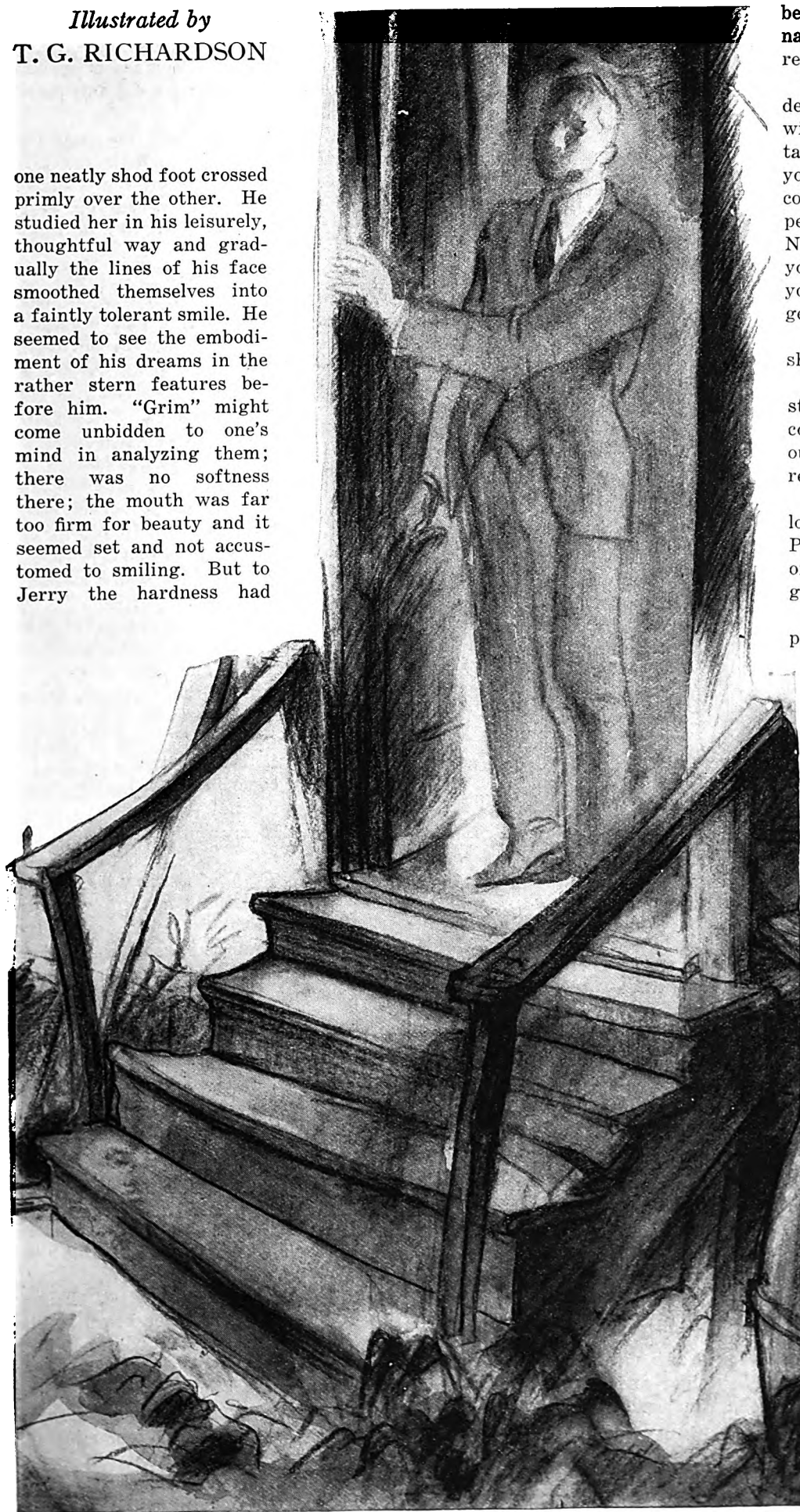
"Now, see here, Louisa," he persisted. "Tell me—what has all that got to do with the present? It's *past!*"

"It's a part of me," Louisa stated evenly. "I tell you, life has taken away from me all feeling. Emotionally and spiritually I am dead, Jerry."

"No! No! Look at it this way," he begged. "We're not young, dear. It isn't as if we had a lifetime to devote to foolishness. There's no logic, no sense, in your deductions. You—a sensible business woman, capable of great things in the business world, level-headed—I have always thought you—"

Louisa was looking deep down into the past, bringing up memories that tortured her soul. Presently she looked squarely into his eyes, as one man might claim the attention of another.

"Jerry, did you ever think what an awful thing it is for a child to grow up with hate in its heart? Did you ever consider the fact that it hardens that child's life for all time to come; that it takes away love and softness and feeling, making life itself mechanical?"



"Nonsense!" exploded Jerry.

"It does."

"No, no," he protested. "No, Louisa."

"It is true. Look at me. There's no love or feeling about me. I can't help it. My heart withered and died in those days I have just told you about."

"No, my dear. Those days are gone." He reached over and tried to take one of her firm, capable hands in his but she got up suddenly and stood away from him, the severe look growing even deeper on her face.

"They are gone," she mused, "but the scars on my heart remain. Oh, I don't want them. I would give my soul to be as others are, with a woman's normal feelings. If I could love you I'd be happy—if I could love any one," she added quickly. "I want to feel. I want to be free—out of bondage—"

Jerry shook his head despairingly and the hand that had rested expectantly on her chair-arm was withdrawn.

"I belong to the old life," continued Louisa in a listless tone, "tho I hated it. I live the new life but I'm a thing apart from it. I can't get away from the past."

Jerry drew a deep breath and brought his hands together as if the act were final. "There's just one thing for you to remember. It's all over! That's what I want you to see. Now I want you to marry me—to forget all those unpleasant things and begin life over again—with me! . . . Louisa . . ."

But there was no answering softness in her eyes or voice.

"It is impossible, Jerry. Don't you see?"

"No, I don't." Jerry stubbornly shook his head. "It's nothing short of a crime to let those miserable fancies spoil your life—and mine, too," he added. "Now get rid of those absurd ideas. Do it any way you please

but realize this one thing! Life is before you, not behind. Cry it out of your heart if you like—"

"Cry?" she interrupted disdainfully, twisting her lips into a smile that was unpleasant to see. "Cry! The tears were burned up within me in shame and loneliness. I have never cried since I was a child. And I never shall—because I never shall be free."

"You are free," insisted Jerry. "This bondage exists only in your imagination. It is a whim, a morbid fancy, nothing more."

There was silence in the room for a few minutes. Jerry took refuge in lighting another cigar and moving the ash tray nearer. When he returned Louisa raised her clear, honest eyes to his.

"I'll tell you what I'll do, Jerry," she offered. "For my own sake as well as yours, I'll put it to the test. I'll walk up that old tow-path from the school to the

old house and when I reach it I'll know whether or not the bondage still holds me in its chains."

"Hm-m." Jerry leaned back in his chair, smoking thoughtfully. "How'll you reach the old tow-path?" he asked curiously.

"Oh, a sleepy interurban will take me nearly to Valebrink. That's the stop near the little red brick school house. If I keep on the lookout the conductor may remember to put me off. But I warn you, Jerry, the chains still bind me and always will. I'll do this to prove that fact once and for all."

"I'll go with you," announced Jerry.

"Oh no. I must go alone. I lived that life—alone."

For a while Jerry sat silent drawing long breaths of smoke. "Seems to me there's a good auto road in that direction," he remarked warily.

"Yes, the other road, to Pike End," she replied. "After that, it's mud with a vengeance."

"Louisa," he suddenly demanded, "if you discover that it's all a whim, a morbid fancy, —what then?"

"I'll turn around before I reach the old house and make for the interurban and—you."

Jerry smiled and put out his hand. She gave it a business-like shake and went on:

"But if the bondage proves real—and it will—I'll go into the house and it will be the end of all things between us. Later, I'll come back to the city."

"To me?"

"To my work."

IN ONE of the few back-woods settlements left in that part of the state Louisa made her way from the trolley southward. Past the old mill which had long since ceased its turning; on toward the forsaken quarry. She was the only living creature in sight as she trudged up the rocky tow-path, splashing her modern city shoes in mud puddles and

skinning them on the stones.

Things were as they had always been; the frowning, age-old hills on the one side, the black-soil bottom land on the other, and beyond, the river lay as if it, too, were fast asleep. Between the fields and the road the weeds grew thick and twice as high as the rotting rick-rack fence on the border.

The little red-brick school house was gone. Funny what a queer little twist came about her heart as she paused a moment beside the crumbling foundation which marked the site, and then hurried on her way. Day in, day out, during the short school season she had tramped this very road along the old canal, watching those same lazy turtles, or their ancestors, slide off those slimy rocks into the stagnant water.

As she walked, the years seemed to roll away and she was again the lonely little (Continued on page 72)

VISION

By Mary Quess Ornn

*I WILL not pray
For Tomorrow's dawn,
Nor that the bud
Be a rose full-blown.
Nor that the moon o'er-ride
The ominous cloud,
Nor that the mists may clear
That still enshroud
The Ocean's blue-black satin,
And my spirit's Sight.
I shall look beyond them—
At Tomorrow's Light.
I shall behold on the waste-land
bleak,
A mirage depicting things I seek.
Each trophy, each triumph nearer
grows,
And they'll come as timely as Summer's rose.
And when the mists fade into the
sea,
My thoughts will be—Things—that
have come to me!*

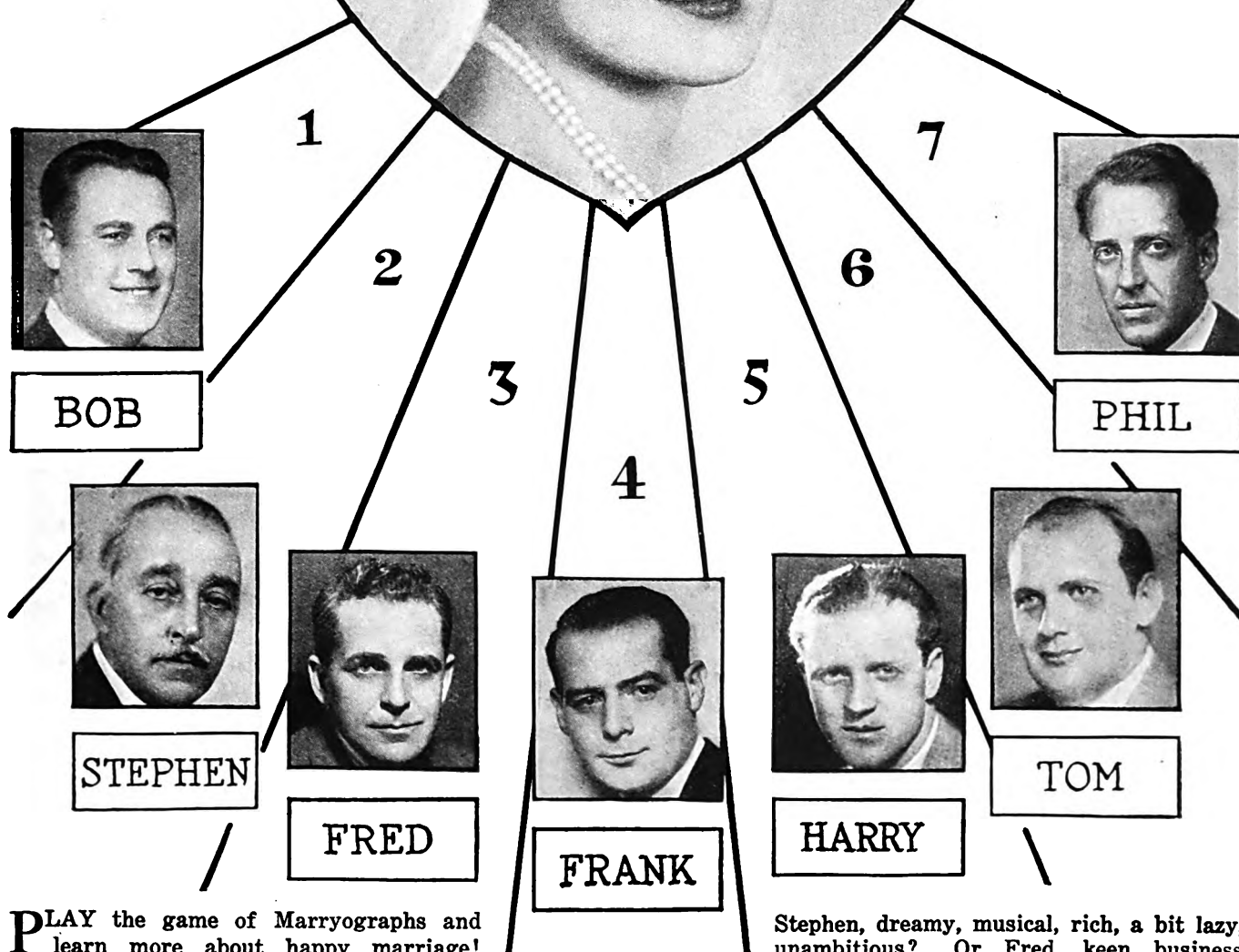
"MARRYOGRAPHS"

A
Game
for
Everybody

By

J. George
Frederick

Or if you want Mr. Frederick to solve your own Love Riddle, write out the facts, and he will analyze them for you.



PLAY the game of Marryographs and learn more about happy marriage! There are rules even for finding a true mate. The most fundamental rule is *oppositeness of temperament and likeness of tastes*.

Here is Phyllis, emotional, beautiful, gay and fun-loving, musical, ambitious for a stage career, not particularly home-loving.

Here also are seven young men, all of whom are wooing Phyllis. Whom should she marry? Bob, mechanical-minded, athletic, no love for art, home-loving? Or

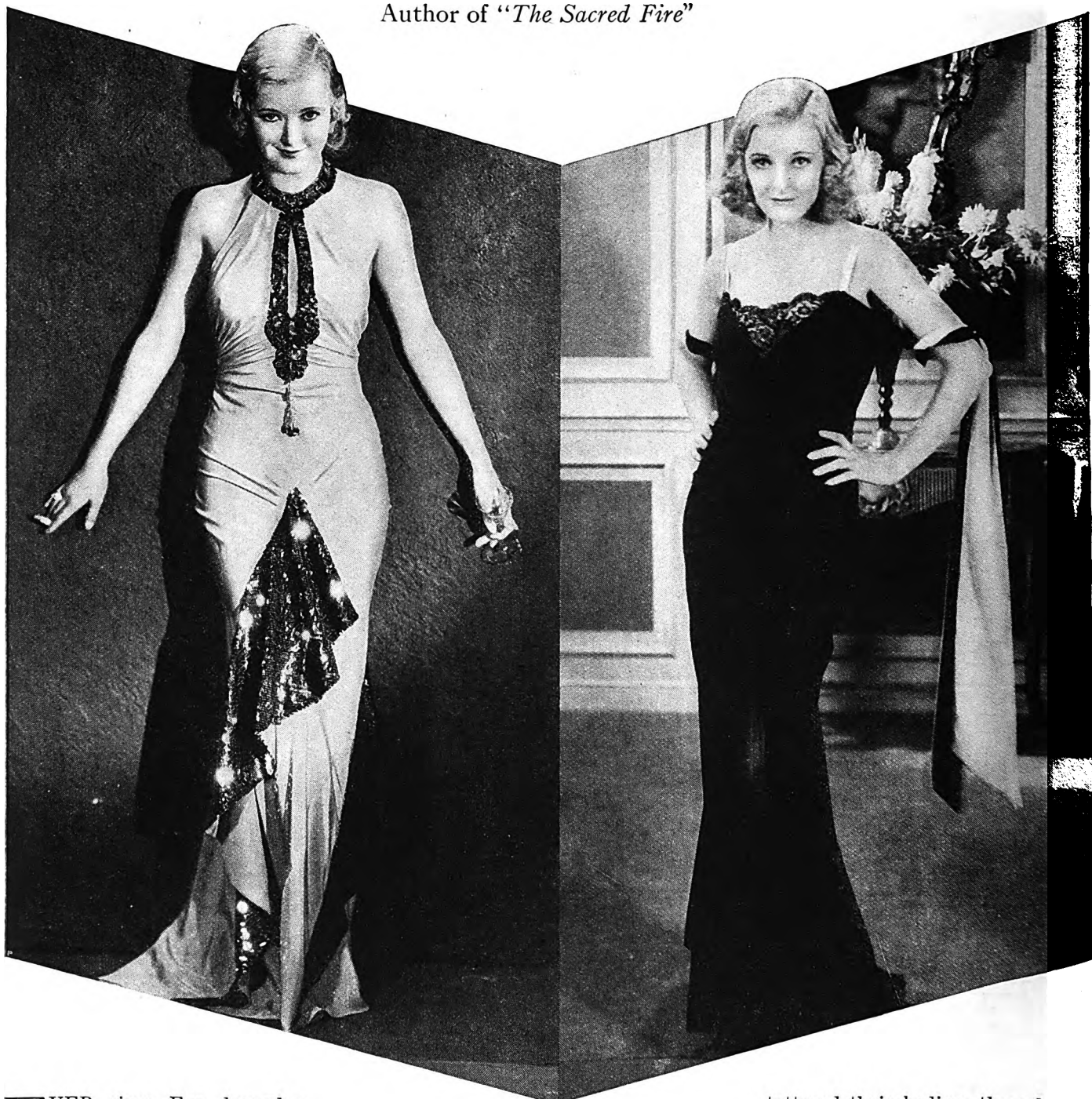
Stephen, dreamy, musical, rich, a bit lazy, unambitious? Or Fred, keen business man, home-lover, saving, no love of art? Or Frank, restless, daring, clever, artistic, not home-loving? Or Harry, slow, plodding, serious, studious, artistic, home-loving? Or Tom, gay, salesman, successful, debonair, not home-loving, not artistic? Or Phil, cold, calculating, not home-loving, brilliant, artistic, selfish?

Phyllis is in a quandary. She isn't at all sure which one she loves. Help her—gather your friends around the table and argue it out and record your vote.

What's Behind

By B. Z. Goldberg

Author of *"The Sacred Fire"*



EVER since Eve donned a smart little skirt of glossy green fig leaves and pirouetted in front of Adam, asking "How do you like my brand new frock?", clothes have played a very prominent role in the life of every individual.

Women have spent millions of hours weaving and sewing, fussing and prinking to make themselves beautiful and alluring. They have painted their faces and

tattooed their bodies; they have laden their arms with bracelets and hung rings in their lips and noses; they have fashioned skirts of grass and brodered gowns of satin—all for this self-same purpose. And in modern times, at least, they have been aided in their pursuit by an army of faithful males. Many thousands of men work tirelessly, year in and year out, to procure more brilliant colors, more gorgeous silks, more elab-

the FASHIONS?



rich, thick mane and fine, sleek coat—all to engage his lady and win her favor. And his beauty is greatest at the time of courtship.

Among primitive people, too, the men constitute the vain sex. Savage beaux take great pains in making themselves attractive. They spend entire days arranging their hair in tiny braids that stick out from their heads like spines from the back of a porcupine. They pierce nose and ears and lips to insert plugs of wood or ivory. They even submit to cruel bodily torture in order to win the love of their women.

Less than two hundred years ago highly civilized men, like their savage cousins, led the fashions in dress. They were more elaborate and frivolous than their women ever dreamed of being and, at times, they were far from modest. In fact, King Edward IV, who himself was something of a dandy, was compelled by the impropriety of men's dress to make sundry regulations whose quaint phrasings, fixing a



orate designs, more chic creations—all to enhance milady's charm.

In the animal world the cards are reversed. The female is a drab, colorless creature, unconcerned with beauty. It is the male who proudly displays his charm and allurements. He struts about in brilliant plumes and lordly crest, in graceful antlers and spreading tail, in

fine of twenty shillings—to be paid to the king at each “defaute”—still evoke a smile.

But for centuries men continued to outdo themselves. They laced themselves in corsets and padded their bulbous breeches. They wrapped themselves in gorgeous silks and crowned their heads in masses of plumes. And until the Nineteenth Century they devoted large fractions of their income to their personal adornment. In the Georgian period, a man spent at least five times as much on his clothes as he allowed his wife for hers.

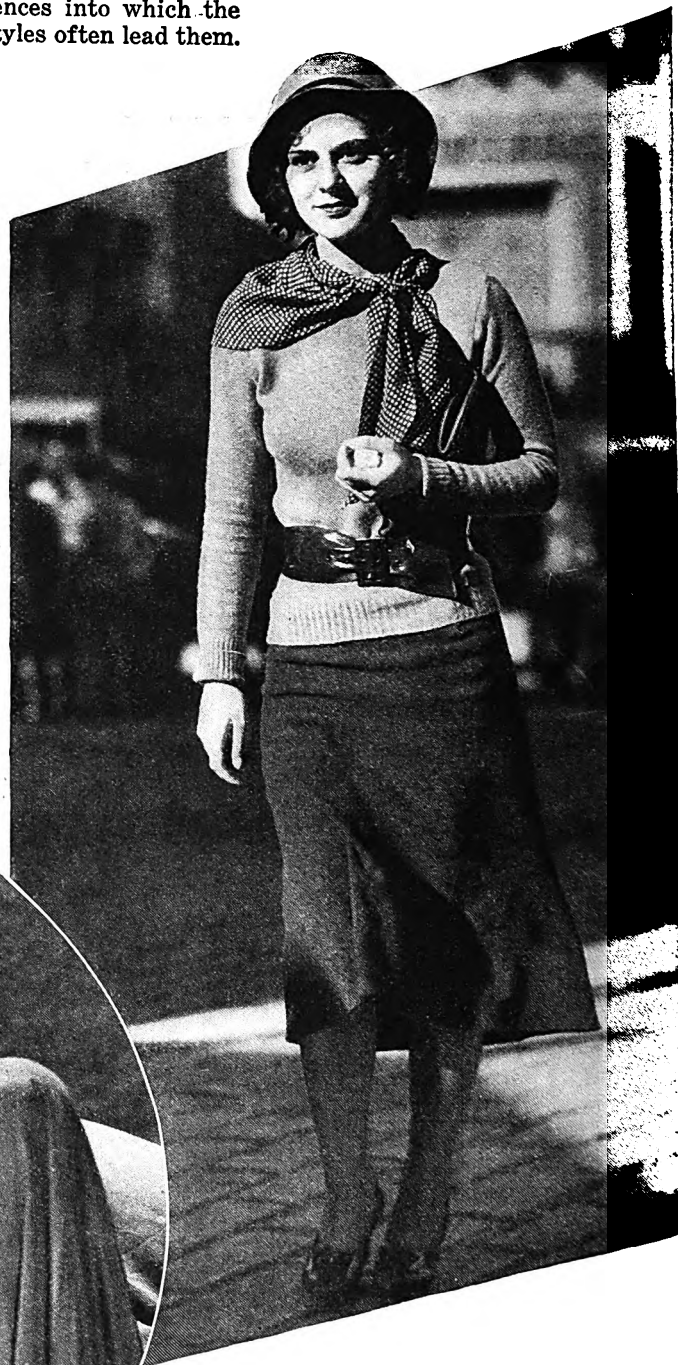
But today things are different. Men are cogs in the wheel of a ruthless economic system that leaves them little leeway for fashion and finery. The most they can boast are colored socks and bright cravats, with an occasional fancy handkerchief. Moreover, the poor male has to struggle so hard to provide his lady with luxurious clothes and ornaments that when his work is over the poor slave sits back, too tired and exhausted even to admire the beauty his drudgery has made possible.

Today, in wealthy circles, women spend ten times as much on their wardrobes as do their men, while in the middle class of society the proportion is five to one in favor of the ladies.

Our ready-to-wear clothing industry ranks among the twelve largest in the country. In the East it leads all others. Nearly 500,000 people earn their livelihood in the nation's clothing shops and thousands more in other branches of the industry. In 1929, American women spent more than \$4,500,000,000 for clothing, to say nothing of the millions that went for materials to be made up at home, beauty treatments, toilet preparations, costume jewelry and the like.

And now with new styles popping up over night like mushrooms, we wonder what is behind the fashions. What is it that makes women devote so much of their time and thought and money to clothes? Why do working girls go lunchless in order to have a hat like everybody else is wearing? What does it mean to be in style and why are women slaves to fashion?

Certainly they must be impelled by a very powerful motive when they suffer the unbearable agonies and endless inconveniences into which the styles often lead them.



The history of fashion is, in fact, a grand drama of extravagance and human folly. Women have confined their waists until they could hardly breathe. They have worn such heavy clothing that the inner surface was always soaked in perspiration. They have spent the night sleeping (Continued on page 62)

Is Your Mind By J. George Frederick

ALIVE?

With a Test for Your
MENTAL VITALITY

WHAT is a vital mind? How can it be judged, and what are its characteristics? With this article, I give a *Vital Mind Test* which discloses what it is composed of, from my best analysis of the subject. This test is only one way of determining whether a mind is vital or not. It is useful for you to take in the privacy of your own rooms, or among friends. Employers and others have their own rough and ready ways of judging the vitality of your mind. Some of these are just shrewd guesswork, but as they are sworn by some prominent business executives, they cannot be passed by as valueless. They seem to check with experience.

Take a well-known business man who is a friend of mine. He hires many men and judges many more. He refuses to have a private office; he doesn't believe in them on principle. His desk is at the end of a large room, in full view of many of his employes. When someone comes to call on him, he is told by telephone from the other end of the large room, and thus he can watch his caller approach his desk—before that caller has noticed that he is being observed by the man he is calling on. He notes how the man walks, how he looks, his carriage and posture, general make-up, etc. It is surprising how acutely he has sized up a caller by the time he sits down at his desk and starts to talk.

My friend has a definite basis for his method. "First of all," he says, "you must realize that nearly all of us, when we meet a new person, tend to set up a false character, in greater or lesser degree, according to our temperaments. Especially if a man is looking for a job or trying to land a contract, or has something he wants you to sign. Your caller usually affects a great deal more alertness and vitality than he really has in his day-to-day activities. He knows instinctively that people are impressed with *aliveness, vitality, and power.*

He then proceeds to *act* them, whether he has them or not; and I have discovered that the more a person lacks them, the more likely they are to try to impress you with these qualities.

"So," my friend continued, "if I can see them before they see me, I can judge them pretty well on this one point alone. Their walk gives them dead away, as a rule. The man who has vitality has a certain habitual spring in his step, and his walk is obviously that of a man who is sure of his way and has confidence as to where he is going. The loafer, the cheat, the incompetent, the bluffer, the ne'er-do-well, the sport, the rounder and the floater and the malcontent—they simply can't help betraying something of their true characters as they come up the long aisle, where I can see them from top to toe for a distance of fifty feet, when they do not think they are observed. I have no doubt that there's nothing very scientific in my idea, but it's surprising how few mistakes I make.

"After a good many years of hiring and firing men," he continued, (Continued on page 75)

CHART-TEST ON
NEXT PAGE

Mental "drive" is like the power in the muscles of a magnificent horse

International
Newsreel



By J. GEORGE FREDERICK Author of "What Is Your Emotional Age?"

A TEST *for Your* MENTAL VITALITY

Test I. Extent of your Information

SCORE

Each of these carefully selected 100 words represents some particular, special field of human knowledge. Over how many of these 100 fields

has your mind been curious enough to roam?
For scoring, count the number of words you know.

- | | | | |
|--------------------|---------------------|-----------------------|--------------------------|
| 1. ageratum | 26. cleistogamous | 51. infusoria | 76. puer |
| 2. amphioxus | 27. cosmogony | 52. intaglio | 77. pyramidal tract |
| 3. amphora | 28. cotangent | 53. Kepler's law | 78. quadratics |
| 4. annealed | 29. dabble | 54. kilogram | 79. rococo |
| 5. Anthony Wayne | 30. dietetics | 55. kinesthetic | 80. R. S. V. P. |
| 6. apocalypse | 31. dryad | 56. kinetic | 81. scherzo |
| 7. architrave | 32. electrolosis | 57. Les Miserables | 82. semaphore |
| 8. aujord'hui | 33. Elohim | 58. linotype | 83. simony |
| 9. Babcock test | 34. entree | 59. logos | 84. spoils system |
| 10. base-hit | 35. Eocene | 60. luff | 85. Stoicism |
| 11. Bernard Shaw | 36. Euclid | 61. Malthus' law | 86. synecdoche |
| 12. Bokhara | 37. f-64 | 62. metacarpal | 87. testudo |
| 13. Braille | 38. f. o. b. | 63. midiron | 88. tort |
| 14. call-loan | 39. gambit | 64. millet | 89. trephine |
| 15. calorie | 40. gasket | 65. mitosis | 90. triangulation |
| 16. cantilever | 41. glycogen | 66. morgen | 91. trilobite |
| 17. Caedmon | 42. gneiss | 67. nada | 92. triple expansion |
| 18. catalepsy | 43. golden section | 68. natural selection | 93. undistributed middle |
| 19. cephalic index | 44. guimpe | 69. noi | 94. Utopia |
| 20. ceramics | 45. hedonism | 70. ohm | 95. vantage-in |
| 21. chamfer | 46. hemiptera | 71. parallax | 96. way-bill |
| 22. Chartism | 47. homiletics | 72. peneplain | 97. Weismannism |
| 23. chlorine | 48. hydraulic press | 73. Pestalozzi | 98. Wig-wag |
| 24. chromosome | 49. impetigo | 74. Polonius | 99. x-ray |
| 25. clearing house | 50. impressionism | 75. pomology | 100. Zionism |

Test II. Extent of your Current Interests

This is for the purpose of checking over your day-to-day alertness of mind; your interest in the world of events. For scoring, add up your answers to these ten questions.

1. How many books have you read in the last three months? (School books not to be counted.)
2. How many recreations or sports have you?
3. How many magazines do you subscribe to? (Count only those you pay for.)
4. How many organizations or clubs do you belong to?
5. How many members of Hoover's cabinet can you name?
6. How many of these countries do you know the location of? Latvia, Sumatra, Madagascar, Afghanistan, Yugoslavia? (In scoring count two

for each one you can locate.)

7. For how many years (up to ten) have you been without a serious illness?

8. How many trades or techniques do you know? (If you are a fair amateur photographer or carpenter or electrician, cook, seamstress, knitter, piano or violin player, or if you can sail a boat or fix an automobile or what not, count it. But it must not be a game or a sport and must require some technical knowledge.)

9. How many of the arts are you quite familiar with and genuinely enjoy? (Select from: literature, poetry, music, painting, decoration, dancing, theatre, antiques, ceramics, speaking.)

10. Name as many (up to ten) subjects as you feel competent to argue and debate?

Test III. Degree of your Mental Fertility

This is for the purpose of measuring your originality and resourcefulness of mind. For scoring, add up your scores for the two subdivisions of this test and divide by two.

(1) *Word Suggestion:* Write down, within five minutes' time, as many words as you can think of that are related to each one of the following ten words. Thus if one of the ten words were "trunk" you would write down such words as "tree, baggage, elephant, railroad, body," etc.

When the five minutes are up you count the number of words. The ten words are Course, Spring, Bill, Bond, Stage, Bar, Charge, Check, Case, Seat.

(2) *Imagination Suggestion:* Write down, within three minutes' time, as many things (up to ten) you think would happen if the coal supply of the United States should suddenly come to an end. At the end of three minutes count up the number of things you have imagined could happen, and multiply the number by ten.

General Score Instructions

After these three tests have been taken and separately calculated, you should have, as a result, three figures of somewhere between zero

and 100 each. Add these three figures together and divide the result by three, and you will have your *Mental Vitality Average*.

The Law of Averages

PART II

By Leo P. Botts, Jr.

STUDY the table of suicides in the city of New York, as furnished by the Department of Health. In the ten years from 1918 to 1928 (omit decimals) the average for January was 65; February 63; March, 74; April, 74; May, 72; June, 66; July, 67; August, 66; September, 68; October, 59; November, 69, and December, 70. Average per month (considering decimals), 69. Taking it by each year the averages are (omitting decimals) 1918, 60; 1919, 58; 1920, 55; 1921, 69; 1922, 65; 1923, 68; 1924, 69; 1925, 77; 1926, 75, 1927, 89. Average per month, 69. So about 69 people commit suicide in New York each month, each year. As the population grows, the average will rise, altho the percentage per thousand people may not, and tho there might have been more of late, due to business depression, over a period of ten years the average will just about adjust itself.

Take a list of say 5,000 women in any city of America and ask them a series of questions such as, "What size shoe do you wear?" "What is your favorite color?" "Are you married?" "How many children?" "Who is your favorite movie actor and actress?" and other questions on any subject, and tabulate the results in percentages. Then ask 5,000 other women in any other city in the country under similar circumstances, and you will get the same percentage of returns. This is again THE LAW OF AVERAGES.

The Director of Census of the United States Department of Commerce has stated that if one draws out of a hat only 5 per cent of the names of the people of any community that they would get a cross section, and would obtain far better results in asking questions than if letters or questionnaires were sent to 50 per cent of the peo-

ple and returns were gauged by the answers received. The illiterate, the negligent, or the indifferent would, therefore, be automatically eliminated. In making various surveys only 5 per cent of the population of the city need be interviewed if those names are selected at random.

If you can chart the tastes, preferences and habits of the people in your community, do you not realize what a gold mine there is awaiting you or any business man to capitalize on such principles?

But before delving into the practical side, let us consider more of this LAW OF AVERAGES. Have you realized that heredity is based upon it?

If you breed white rabbits and black rabbits, some of the rabbits will be black, some will be white, some will be black and white, and the coming generations will come to a certain percentage—the same ratio. Those germ cells mix just like the marbles, by chance, and it works out in the same way. They don't fully blend, and eventually they will come out in the original purity.

It may seem peculiar, but sometimes sex may be predicted by the Law of Average. In most cities, 50 per cent of the children are boys, and 50 per cent girls. Assuming that you were to become a parent in November, and (Continued on page 66)

Sixty per cent of American women wear a 5½ B shoe



Illustrated by
L. Kissell

What FUTURE Has MOTHERHOOD?

By Rosalie Rayner Watson

THE young married woman today brought up on the poetry of motherhood written for another era has a rude awakening when she becomes pregnant. She is no longer looked upon as being in an "interesting condition." Even her husband, often tho he tells her he loves her, shies away from taking her out in the daytime. To be quite frank, he takes her, at least during the last four months of her pregnancy, out for a walk in the evening when the airedale has to be exercised on a not too-well-lighted street.

One has to be very careful about inviting her to dinner parties. She herself feels awkward and embarrassed about the situation. She is literally set aside for the last five months—not on a pedestal but on a shelf. In Spain her male friends may gallantly kiss her hand and say, "Would that I had had the honor." Picture that in New York or in any other American city!

Of course, there are those women who overcompensate by being "inordinately proud." I personally don't know any woman today who accepts pregnancy as a "natural" phenomenon and feels just at ease about it. America has developed the slim-figured female to such an extent that she has become a fetish and therefore mothers must be excused for inferiority over lost shapes.

Possibly a keener emotional disap-

pointment even than the loss of her shape comes when her baby arrives at a well-regulated hospital. Many, many thousands of children are born in hospitals today—not the majority, but the number is constantly increasing. The mother of the unborn child dreams of *taking care* of her child; of handling it, feeding it, dressing and doing all the other things the baby's needs demand. In other words, she expects the baby to provide a real vocational outlet for her.

What does she find? Thanks to the excellent work of the children specialists, both medical and psychological, she is rarely allowed to touch the child. Every two or three hours she is allowed to administer the one remaining biological function left to her—nurse it, if she is able; if not—and many thousands of modern mothers are unable—the baby goes on the bottle and the mother becomes as completely useless as the drone-bee in a hive. The trained nurse who comes to the mother's home for a few days instructs the permanent infant's nurse in preparing the milk formula—sterilizing bottles, nipples and the myriad of other hygienic measures necessary to the child's regime. All this science frees the mother

Mrs. Watson

Photograph
by Bachrach



What Do You Think?

Should mothers delegate to others the care and training of their children?

After fulfilling the biological function of motherhood should mothers be freed from the responsibility of motherhood, so as to continue as playmates for their husbands rather than as mothers to their children?

Should the ideal of motherhood which has dominated the race be "debunked" of all sentimentality?

The editor of PSYCHOLOGY frankly feels that while there is food for thought in this very radical article on motherhood the author carries her theories to dangerous and revolting extremes. He does not feel that the race is ready for such a radical departure. Life needs sentiment; more of it rather than less, but intelligently conditioned and scientifically enlightened.

While PSYCHOLOGY does not agree with the extreme position Mrs. Watson has taken we feel that people of such prominence and scientific integrity as Dr. John B. Watson and Rosalie Watson, his wife, should have full opportunity of expressing their views, even when these views may appear extreme and radical.

The article is published to provoke thought and cause controversy. What do you think about motherhood?

Three prizes of \$25.00, \$15.00, and \$10.00 will be given for the best letters of 200 words on the general subject of "Modern Motherhood," either approving or disapproving Mrs. Watson's views or offering a totally new theory. Address your letter to the Editor, PSYCHOLOGY MAGAZINE.

Introducing Mr. Albert William Rayner
Watson and Mr. James Broadus Watson

and gives her more time to think of herself. Many mothers I know are so little used to handling their babies that the nurse's "day off" is a panic to them. They are awkward about bathing the baby; the baby becomes irritable and by the end of the day when Daddy comes home, Mama is what she calls a "complete wreck." But the fact remains that even with a good ordinary baby's nurse, the mother has relatively little to do or even to interest her during the first fourteen months. As long as the baby can't walk, it can't very well get "into mischief" and it does not cry; fewer and fewer well babies cry. But as soon as the baby gets (Continued on page 63)

Are You a PLUS-PERSON?

THE world's great need in these troublesome times is grown men.

A grown man is a *plus-man*. A grown man is ten men. He is, of course, a leader in his business or profession. He is, moreover, nine additional men; a householder, a provider, a husband, a father, a neighbor, a mystic, a warrior, a statesman, a humanitarian.

Each of these nine men I would call a *plus-man*; he is plus the ordinary man in respect to wisdom, power, character. And I would define the "superman" as the embodiment of these nine plusmen in a single individual. The measure of a man is not his height or his weight, but his reply to this question, "How many kinds of plusman am I; how far have I yet to go to reach the superman stage?"

The curse of civilization is the preponderance of half-grown men. We see them everywhere—in commerce, education, law, medicine, politics, religion. The half-grown man is content to succeed in his job—and fail everywhere else. It takes a big man to focus on his job—but a bigger man to forget it!

This eternal straining for industrial efficiency grows to be weariness to the flesh and vexation to the spirit. The ant hurries and scurries hither and yon, bent on nothing but lugging a load of food to a spot of safety. Herein is the ant efficient, being only an ant. Herein is a man not efficient, being a man.

The aim and sum of efficiency is personality. A man should do better work to make him a bigger man. The most efficient business man is only ten per cent efficient while he neglects the other nine men he ought to be. Efficiency study is primarily self-interest, being scientifically based on the first law of nature, the law of self-preservation. But efficiency study is ultimately social service, being ethically based on a higher law, the Golden Rule.

I have seen a professional man raise his earning capacity 5,000 per cent by means of the principles and methods we advocate. I have seen a corporation president create a demand for the product of his company ten times greater than the company could fill. I have seen a school principal attract about 100,000 students

By

Edward Earle Purinton

for a branch of study never taught until he taught it. I have seen many a man, trained in efficiency, perform deeds that in days of old would have been called miracles. But I do not consider one of these men efficient as a man merely because he is efficient as a cog in a business wheel.

A thoroly evolved, highly organized individual is a compound of physical, emotional, intellectual and spiritual forces, the relative importance of which we would designate thus: physical, ten per cent; intellectual, twenty per cent; emotional, thirty per cent; spiritual, forty per cent.

In your business your personal development is mostly confined to the physical and intellectual thirty per cent of you. What are you doing with the remaining seventy per cent?

When a man's brain is defective or deficient, we call him an idiot or a lunatic, we are sorry for him, we drag him to an asylum and brave-

ly lock him up. The average man—the "successful" business man—is apt to be an emotional idiot and a spiritual lunatic. He has about the same knowledge of, and command over, his feelings, desires and aspirations as the person "out of his mind" has in respect to the functions of cerebration.

Not your brain but your solar plexus is the galvanic battery to make you a world-power! Not what you think but what you feel drives you to your goal. What you think merely paves the road but what you feel moves you on and up; ever on and up—road or no road!

Have you learned how to feel efficiently? If you had, you would be such a colossal world-figure that you wouldn't take time to read my articles. Would Napoleon or Lincoln ask how to become efficient? The man whose heart beats high enough and fast enough has no need of a standard or a clock—he makes his own. The height of your dream and the depth of your resolve—these measure you. And these are of the heart, not of the brain.

MR. PURINTON SAYS:

A thoroly evolved, highly organized individual is a compound of physical, intellectual and spiritual forces, the relative importance of which he would designate thus:

Physical ten per cent.

Intellectual twenty per cent.

Emotional thirty per cent.

Spiritual forty per cent.

Every ambitious man should learn to be efficient in his home and community, not merely for the sake of the home and community, but even more for his own sake. Not otherwise can he ever unlock the emotional and spiritual energies in him and extend his ego fully, even thru the realm of commerce. A man never reaches the height of business success until he gains the elevation of

business knowledge, if the domestic partnership works out properly.

Good wives are born—good husbands must be made—or rather must make themselves. Wife-instincts are normal, husband-instincts are super-normal.

Thru ages women have been wives perforce.

They have thus learned how—we say by “intuition.” Men have not learned how

Emotional

Spiritual

Intellectual

The Circle of Character

utter absorption in something outside of business. The needs of his home, or of his community, or of both, should be to a good business man the real reason for learning how to meet the needs of his business.

When you go home at night, are you a social integer—or a social cipher? A woman never respects any kind of masculine cipher, and you have lost home influence just to the degree that you have failed to give your wife sympathetic help in solving her many household problems. Your home knowledge must equal her

to be husbands; they have not learned how to be emotional wizards and moral giants. To be an efficient husband, you must have the shrewdness of all the demons in the universe, and the goodness of all the angels, thoroly and sweetly combined.

It takes a brave man to look his children in the face. Some of the bravest men I know can't do it. Most men don't even try to do it—they leave the job exclusively to their wives. Noble exhibition of manly strength! Do you see that all (Continued on page 75)

People who say they don't dream at all, are not telling the truth. They do not mean to lie, but psychologists assure us that everybody dreams every moment during sleep. Persons who think they do not dream are probably too severely repressed; their dreams would horrify them if they were remembered. But on the other hand if your dreams are too vividly remembered, this, too, may mean disorganized nerves. An understanding of your dream life will help you to organize and energize your waking life. Dr. Bisch shows you here how to help your dreams tell you what they are trying to say.

Do You

By

Louis E. Bisch, M. D., Ph. D.

we don't dream—or rather, when we do not remember that we dreamed—it signifies tremendous repression during the waking state.

When we fall asleep consciousness, of course, is blotted out. Sleeping is really being unconscious. People sometimes employ the term “subconscious” instead of

SOME persons will admit that they dream and some will not. I do not mean that those who claim they don't dream are deliberately falsifying the facts. What they should say, however, is that they do not remember having dreamt.

For *everybody dreams!* Science declares that no man, woman or child closes his eyes at night without dreaming. Yes, not to dream is quite impossible. And when you stop to consider what makes a dream you will readily see why this must be so.

For dreams, says Sigmund Freud, are unfulfilled wishes. Since no human being living has all his wishes gratified, whether prince or pauper, the best adjusted individual or the least, it follows that all of us must of necessity fashion our dreams out of the bricks and straws of our disappointments.

To be sure, there have been other dream theories a-plenty. Even “dream books” still have their adherents who swear by them as other folks do by the Bible. In years gone by wars have more than once been declared on the interpretation of a ruler's dream. People get upset over dreams. Sometimes they think they are of good omen, more often they engender fear. No dream theory, except Freud's, however, has placed the dream on a rational, understandable and pragmatic basis. For when you interpret dreams according to the psycho-analytic hypothesis you get somewhere. Otherwise it means either some highly philosophical speculation or just so much plain stuff and nonsense.

Accept the theory that the dream somehow embodies an unfulfilled wish and you will find that it works. By means of it you may learn to analyze your own dreams and to discover truths about yourself which you did not even suspect existed. By means of it also you can readily determine whether your dreaming is average and normal in amount or excessive.

To summarize in a few words we may say that when we dream too much there is something very important trying to express itself, to make itself known to our conscious thinking, to call our attention to it. When

“unconscious.” The latter, however, is a far more exact description of what is taking place. For, after all, consciousness—a state of awareness—is merely the go-between, linking the outside world with our unconscious selves; the unconscious—the storehouse of all our memories, experiences, ideas, imaginings and emotions from the cradle up—is actually the real *you* and nothing else. Let that conscious-awareness function of ours disappear and what remains of our mental operations is purely unconscious thinking.

Small wonder then that some of this unconscious thinking manages to force its way thru and stir up a *partial state* of consciousness, namely the dream state.

For the mind keeps on functioning all the time, without stopping, just as do the heart, liver, kidneys and all the other vital organs. None of us is conscious of the functioning of any of these organs unless one of them gets sick, functions badly, gives pain, or manifests some other disagreeable symptom. Yet marvelous things are going on apace within our bodies without cessation. So with the mind—the unconscious mind. It is dynamic; it is forever changing; thoughts dropped into it or engendered within the unconscious itself never stay put, so to speak. Our ideas are changing day and night.

But during the day we control them, hold them in check, push them back (repress them). Only at night do they and can they express themselves without conscious interference.

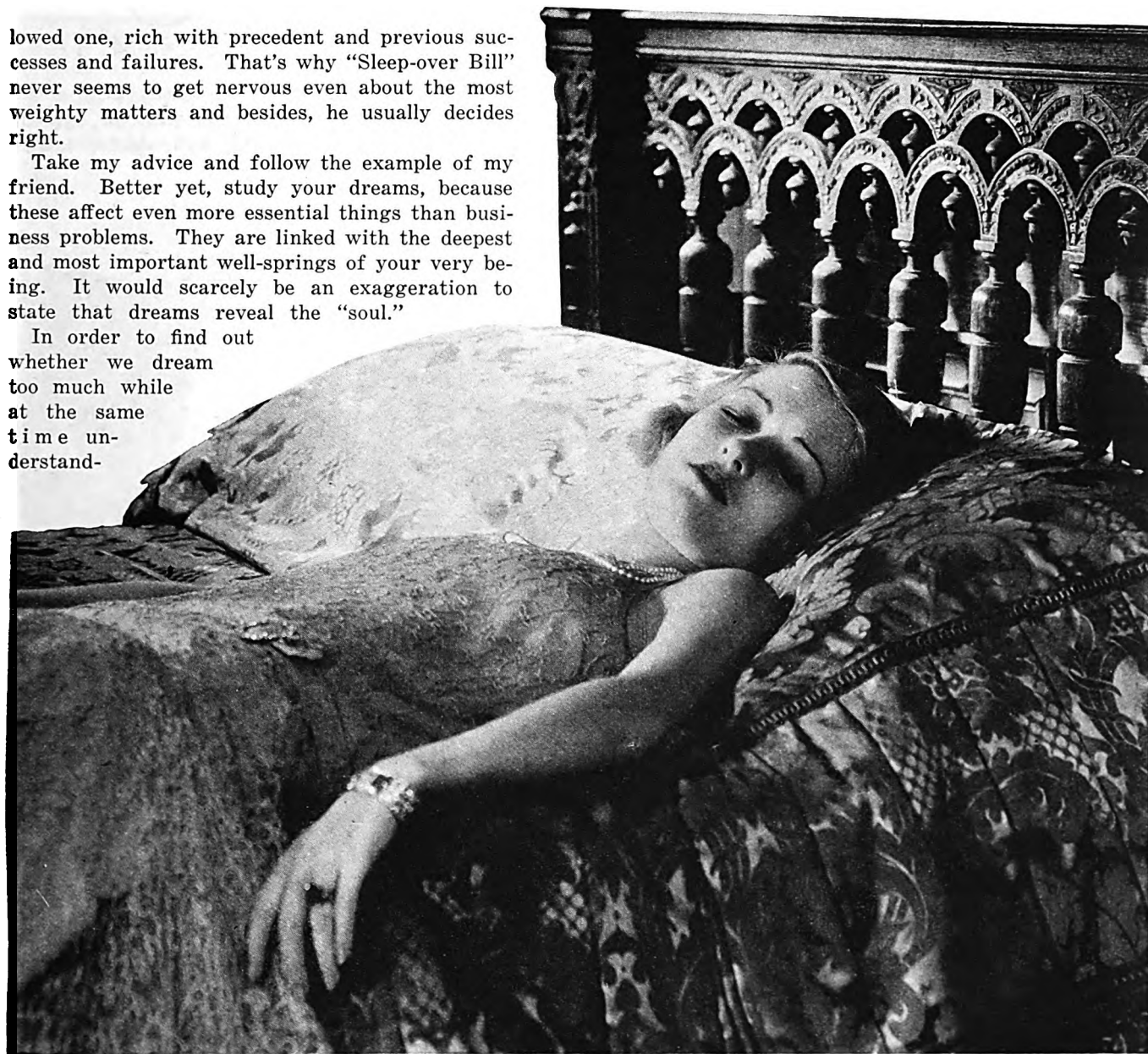
I am acquainted with a business executive who never makes an important decision unless he “sleeps over it.” His associates dub him “Sleep-over Bill.” Bill, however, knows whereof he speaks. He realizes that changes take place in his thinking during the night. While asleep he is not being bothered by conventions, his unconscious mind remains less molested. The result is that the next day, after his problem has received the benefit of all the past experiences on a similar problem—due to the retentive as well as dynamic character of the unconscious—the decision is a more mel-

DREAM TOO MUCH?

lowed one, rich with precedent and previous successes and failures. That's why "Sleep-over Bill" never seems to get nervous even about the most weighty matters and besides, he usually decides right.

Take my advice and follow the example of my friend. Better yet, study your dreams, because these affect even more essential things than business problems. They are linked with the deepest and most important well-springs of your very being. It would scarcely be an exaggeration to state that dreams reveal the "soul."

In order to find out whether we dream too much while at the same time understand-



ing the marvelous mechanisms underlying all dream pictures we have only to consider any individual in relation to his environment.

As children we are, of course, mighty primitive; even animal in our desires. To get rid of these animal traits, which are essentially egotistic, individualistic and materialistic, remains the job of our earliest parental training and our later school education.

Now, then, the only way of "getting rid" of these undesirable traits from a social point of view is to repress them. Never are they eliminated from the character make-up because they are instincts. And as instincts the best that can be done is to teach the child and growing adult to hold himself in check as best he can so that he may become as acceptable a person

as possible so far as society at large is concerned.

That all these "don'ts" in the nursery, plus the conscious will to self-control, do not always do the trick, so to speak, is exemplified by the thousands of individuals everywhere who continually are getting themselves into trouble. The nutrition and self-preservation instincts are, as a rule, taken care of in a civilized society and all one has to do is get a job—and hold it—and satisfy these instincts by paying the house rent, the butcher and the grocer.

With the ego instinct and the reproductive instinct, the matter is not quite so simple nor easy. We all want to get ahead and be well thought of by our fellows. We all, likewise, experience the strongest kind of urges to reproduce the race (*Continued on page 74*)

products, all these contribute to the breakdown of the body in the sixth decade. All are unnecessary and all can be avoided.

But even if we omit from consideration these well known factors, there still remains an etiology of the greatest importance. Men grow old because they cease to exercise their libido, the inherent desire to attain, to overcome new difficulties, to make fresh conquests.

Jung of Vienna made use of the word "libido" to explain and interpret a vital force as old as life, yet ever possessing the vigor of youth. He looked on all life as a struggle and felt that health and happiness only developed perfectly in those who had

the determination and courage to continue the conflict.

He developed this conception of the libido from the myth of the Hero, which in turn, was evolved from the Cycle of the Sun. The Sun, source of light and heat, even of life, seemed to the ancients to be the Great God. Its story was well known and thruout mythology the great heroes strove to duplicate, in their lives, that story. It was no wonder that mere men dreamed of living lives and performing deeds somewhat akin to those of their national heroes.

The Cycle of the Sun was easily understood. It came from obscure and unknown but surely royal parentage. Early in the day the Sun God left his home and rose, a ball of light, in the eastern horizon. At first his rays were like all new life, weak and uncertain as to the future, but hourly they grew stronger. They rapidly conquered the enemies of life, darkness, cold, hunger, and in so doing, conferred countless blessings on mankind, the greatest of which gifts was life, and the ability to keep on living. The Great God gave man warmth, light, happiness. His beams drove away the enemies of the human race who were brave only in the hours of darkness. By the time high noon was reached, the Sun God reigned triumphant in the zenith. Of the tasks set, all were accomplished. All enemies were conquered, all work was done. Naught remained but to reign supreme. Then followed a period of magnificent indolence, the contented torpor of inanition, the mellow drowsiness of the warm afternoon.

Having conquered all his enemies, conferring countless (Continued on page 78)



Fanny Ward is the world's one actress who is not ashamed of her age. She is sixty-six and proud of it

(Left) Alice VanSickle at 86, America's oldest newspaper reporter, still keeps busy with her typewriter

Judge Landis's sixty-six years and snow white hair do not keep him from making baseball his chief interest



Photographs by International News



I HAVE just read the article "Let's Get Back to the Land" by Edward Owings Towne in January issue of PSYCHOLOGY, and I hope this movement when carried out will relieve much suffering and be a blessing to humanity.

There are thousands of people in the large cities now without hope or jobs that should be on farms, as well as many others living in large cities who would do better and live happier if they were on farms.

I have been a constant reader of your magazine, PSYCHOLOGY, and get much good out of it. I surely do like your editorials.

Thanking you for a prompt reply, I am,

Yours very truly,
T. E. Nelson,
Farmers State Bank,
Round Rock, Texas.

I AM a reader of your magazine PSYCHOLOGY and have just completed reading of an article in the January issue "Let's Get Back to the Land" by E. O. Towne.

This is the very thing I have long wanted to do, and I am very much interested in receiving details of your plan.

My husband has been ill for over a year and has not been able to work, is better now, as we have brought him to this doctor for whom I am working, but now that he is better he has no work.

We lived in Colorado from 1920, when we were married, until 1928, and we love the out-of-doors and have spent a lot of time in the open, but it seems I have always been forced to spend my days inside.

I am mentioning these things just to give you an idea of what my life has been, along with my innate desires.

Shall welcome the plan.

Very truly yours,
Jessie M. (Mrs. S. J.) Smith,
1216 W. 10th Ave., Apt. 9,
Amarillo, Texas.

WHEN I read this month's number of PSYCHOLOGY about your "Back-to-the-Land" movement it

seemed as if I had known all about it before, as my thoughts have been going in that direction this last year.

I am just longing to get back to nature and the country.

Would you be so kind as to give us a few points of information about it? The plan as outlined in PSYCHOLOGY sounded very good, and I hope that anyone that's working for such a fine thing will get highly rewarded.

At the same time, I want to tell you how much I do value PSYCHOLOGY. I simply would not be without it. I do wish this "Back-to-the-Land" movement all the success possible and would like to join the happy colony. For I know happiness will be there even if it is a struggle at first.

Hope to be favored with an answer and possibly a talk with you.

Respectfully yours,
Mrs. J. G. Schwitters,
101 East 26th St.,
N. Y. C.

I AM interested in this "Back-to-the-Land" movement and would like further information in regard to it.

Born and raised in a small town, possessed of a good education and a lover of nature and the open; here, I am working at what is called a good job in a city full of maniacs, hurrying, rushing, fighting for livelihood and living atop one another like so many rabbits, yet unable to get away from it. I will thank you in advance for the details of a plan like this.

Very truly yours,
John R. Graham.

YOUR article "Back to the Land" as proposed by Mr. Towne and which has come to my attention in your most valuable magazine. PSYCHOLOGY, in the January issue, is in my estimation the real solution for the many unfortunate people who are victims of this depression.

This idea should be the very thing that our government should support and act upon at once. I will be very grateful to you if you will let me know more particulars about it, as I am very much interested.

Looking forward to the pleasure of hearing from you soon. I am,

Very respectfully,
Mrs. J. M. Glowatt,
2340 S. Hicks St.,
Philadelphia, Pa.

I HAVE just finished reading four articles in Psychology and I can truthfully say it is one of the very best magazines published. I'll never be without it hereafter. I can't understand why every home in the world doesn't have this magazine. It is the "Cream of the Crop!"

Power to you, gentlemen. Stay right in the buggy and keep on sending the magazine.

Milton Spece,
1414 Morton St.,
Great Bend, Kansas.

I HAVE been reading your magazine since its inception. I am always on the lookout for it several days before it comes. I am happy to state that it has done me an immense amount of good. I attended Dr. Miller's lectures in Pittsburgh several years ago.

James Harry Padula,
357 North 13th St.,
Newark, N. J.

YESTERDAY I became so engrossed in some copies of PSYCHOLOGY in the library that I arrived at my destination hours late, which, as I am quite a punctual person, could only be laid to the splendidly interesting articles therein.

Frances Tuttle Pleasants,
1232 N. Poinsettia Place,
Hollywood, Calif.

MRS. M. C. CURRY, Bangor, Butte Co., California, says:

It is refreshing to pick up a magazine and be able to read from cover to cover without finding a young woman intercepting us with some brand of cigaret. However, something appeared in a PSYCHOLOGY publication not long ago that must have given the tobacco people a chuckle.

The clever man of the story was puzzling over a difficult problem—but

(Continued on page 57)

What Can We Do for You?

Conducted by C. Franklin Leavitt, M.D.

Dr. Leavitt has won thousands of friends thruout the United States and Canada by the skillful and sympathetic help he has given them in times of illness and anxiety.

He has the rare faculty of Understanding Human Nature. He understands people far better than they understand themselves. He understands the secret, hidden motives that drive them—motives they themselves are not aware of.

It is in these clashing motives that he finds the roots of their diseases and terrors, their disappointments and failures.

And by locating and showing them how to remove these "complexes" he guides them to the paths that lead to mental and physical health.

He has the advantage over non-medical psychologists of being a thoroly trained Doctor of Medicine, with many years of successful experience.

In this department Dr. Leavitt will continue to deal with the perplexing personal problems presented to him by direct correspondence, and give you just the help you need.

If you wish to consult him in a very personal way thru correspondence, we assure you that your confidences will be sacredly guarded.

THE EDITORS.

QUESTION:—P. M. H. writes:—

Is there any proof that one's thoughts can be transmitted from one person to another thru telepathy? If so, is there any certain procedure necessary to obtain such results?

ANSWER:—

I have experimented in some 25,000 cases and am convinced that "telepathy" is a scientific fact. Only in a few instances, and where one is most psychic, can real words be transferred. The transmission is felt more in the form of stimulation and thru one's drawing on his or her imagination; this may take the form of heat, cold, a mild current of electricity, etc. Disasters are frequently sensed by psychic individuals and they seem to be able even to get quite a good picture of what the disaster is as far as form is concerned. But these instances are rather rare.

There is no set rule in connection with this nor do I believe that everyone can acquire skill in doing it. I believe that "senders" are born rather than created and that only those who are rather psychic can "receive." The facts I have stated need not disturb anyone with the thought that another may harm him, for it is quite impossible for one to receive either stimulation or influences of a depressing character, without that person making himself harmonious to it. Nature has protected man's mind so that these things cannot enter without his consent. The power, like all powers, is developed thru practice and exercise.

QUESTION:—F. Y. writes:—

When I was a child in public school, I was learning to play the violin. I always loved music, especially the vio-

lin. Unfortunately I was compelled to discontinue as my lessons could not be paid for. Now I am twenty years old but the yearning for the violin is still strong and I want to know how to play it well. I have begun to take lessons once a week after business hours. All those who know about this, including my immediate family, think I am foolish. They say I will not go thru with it for a number of reasons; that it is too hard on my health; that I haven't enough money, nor enough freedom, etc. My health is perfectly good but it is true that I must skimp in order to take my lessons. This I do not mind. What is your opinion?

ANSWER:—

My answer is—carry on by all means. This may be a hidden talent in you that is fighting for expression. Not to go on with it will mean that there is a "repression" in you, ever at work, which is sure to be harmful and will cause regrets. Do not let it interfere with your work until you have proved that this is a talent and that you can develop it as a profession. Get what pleasure you can out of it and don't stop until you are convinced that your thoughts toward it have been wrong. Use it as a pleasant form of recreation, with the hope that some day you may win recognition.

QUESTION:—B. L. F. writes:—

I have been married three years and have everything to live for—a fine, considerate husband, two children, a comfortable home and recreation to a certain extent. Sixteen months ago, all of a sudden without any reason, an urge came to me to kill myself. It lasted six months, then I got over it and was happy for about a year. Now again I feel the same way. When I go near a window, or if I am cutting bread, there is always a thought of killing myself. My appetite is poor, I don't sleep well at all and I have horrible dreams of insane asylums and

things of that character. What is the matter with me? I am twenty-eight years old. The doctor tells me I am physically perfect and not to worry for the condition will pass away. Let me hear from you for I am in despair.

ANSWER:—

Your problem is due to some form of depression which has been developed thru some fear-thought that made an impression on your mind when this trouble first hit you. Something you read, witnessed or heard, probably connected with death, suicide or insanity, made an impression on your subconscious mind that you have never entirely thrown off. One who fears he might do such a thing is suffering only from a mental conflict in which he is fighting fear, and it is a thousand to one that he will not do it. You may also be indulging in self-pity which is depressing and harmful.

Try to trace this back to its start and see if you can't locate the fear that gave birth to your present depression. Your physician tells you that you are sound physically. Turn away from these depressing thoughts just as much as you can and restore the confidence you once had. You have lost faith in yourself. It is quite common for one to develop such a thought as you have toward windows, knives, etc. I assure you it is not serious. If you will just treat the matter lightly and rebuild confidence you will soon put an end to it.

QUESTION:—"Gus" writes:—

Ten years ago I was laboring under a great nerve strain. I tried to continue with my work but the crash came. I changed my position, thinking it would be for the best, but this position was worse than the former one. I again made a change in my

work, going to another city, but this position brought constant fear for I frequently saw people hurt or even killed, as the work was hazardous. I became a nervous wreck, a condition that I have never recovered from altho I have tried many remedies. I have found psychology the best help thus far. Can you tell me whether my condition can be overcome? The doctors call it neurasthenia. I suffer constantly from fear, wondering about this, that and the other thing in my life; I cannot look other persons in the eye and as quickly as possible end a conversation for my head gets "groggy" and tense. I fear I will have some sort of a fit tho I have never had one. I stagger as if I were drunk at times and I cannot read as long as I formerly did; my head begins to swim and I must stop. I will appreciate any advice you may give me.

ANSWER:—

It was not the position you first occupied nor the hard work that caused your breakdown but the fact that you have developed fear toward self, worry over your position and the thought that "it was getting you." You began to watch yourself and things that you did, and would attribute unpleasant reactions that you experienced to the position you held or your environment. Your second position, you see, was quite as hard for you and also the last one you write of. It is *not* the work; it is just *you* and the state you have drifted into that is responsible for your feelings and confusion. You have become afraid of yourself, of people, of situations and the future. Not until you lose that fear can you be normal. It is your viewpoint that is faulty. When you can see these things without fear entering into the picture you will then be on the high-road toward recovery.

Your nerves are now hyper-sensitive and it is the nerve state that causes the unpleasant physical symptoms you experience. There is nothing serious in connection with your case, I assure you. You will never have a "fit," nothing serious will happen to you, but you will feel most uncomfortable under certain conditions until you have disposed of FEAR. People in your state usually seek lines of least resistance, avoid places and persons that are likely to create fear in them and thus they keep themselves in a weakened state. Strength is developed only thru use. You will have to face your fears and fight them if you ever expect to get well. And in meeting these things you should do so with as much of an indifferent, "don't care" attitude as possible. You must *prove* to yourself that even under the most trying circumstances nothing really serious happens. You must restore confidence thru exercising what confidence you can now command. You must also do things that make you feel a little proud

of yourself if you are to add to your confidence. When fear has whipped you, your confidence receives a hard jolt. Courage and practice will help you win.

QUESTION:—W. S. writes:—

I have completely lost my sense of smell. For over a year now I have been unable to tell the difference between one odor and another. Two months ago I underwent an operation but with no beneficial result. Upon asking my doctor what he thought was wrong he told me, "No one could tell you that." What do you think about it?

ANSWER:—

The condition you are in could be due to several causes. Catarrh sometimes causes such a condition; foods that tend toward creating mucous will occasionally cause it and "nerves" are frequently responsible. If there was a nerve-block, due to some pressure or other cause, it would rob you of this sense. The treatment would be somewhat experimental, but I believe that if the right person took hold of your case and tried several things, your sense of smell would be restored. It can even be of psychic nature. My advice would be for you to place yourself in the hands of someone who has had a large experience, not just the family physician, and let him undertake to cure you.

QUESTION:—A. B. R. writes:—

I am nineteen years old and have been smoking for about a year and a half, and as yet have noticed no bad effects. Not that I expected to but I have read advertisements saying that smoking is bad for your system. I inhale every puff of a cigarette and I can't say that it has made me short-winded or hurt me in any other way but I would like to know the truth. What does smoking really do to one?

ANSWER:—

Of course smoking is not good for anyone. Certain types feel it far more than others. A sensitive person in time will impose an added burden on his system, especially on the nerves and pituitary glands, which is quite sure to be felt in later life. It also tends toward breaking down control and will power, thru one's yielding to a habit which he finds difficult to break. Excessive smoking clouds the mind of a sensitive person so that his powers are not so keen as formerly. The effect of smoking is largely a matter of temperament. Some can smoke all their lives and apparently not be harmed by it while to others it is a real poison.

QUESTION:—"Neuro," writes:—

Will you please tell me just what are the symptoms and cause of a nervous breakdown and what you would suggest in the way of treatment? I have been to a number of physicians and so far have received no real help; in fact, I think I feel worse than ever. There must be something wrong that the physicians have not yet discovered.

ANSWER:—

Your question is so nearly like one that Dr. W. A. Evans, Medical Director of the *Chicago Tribune* made reply to in the columns of the *Tribune* some time ago, that I shall quote from his reply. You will perhaps have even more faith in the statement of this man, as he is a recognized medical authority, than you would in me, as a psychologist.

"It is evident that you think of a nervous breakdown as a physical disorder—one that results from physical causes, and that can be repaired by physical remedies. In this, you are at least ninety per cent wrong. A nervous breakdown is a 'personality disorder.' It is the mind and the emotions rather than the physical structures that are at fault. Underneath it lie fear, anxiety, worry, unwillingness to face the realities of life, lack of ability to withstand strain, hysteria, lack of courage and poise. Sometimes all of these qualities enter into the personality. In other cases one or more are missing. In some cases one of them is to the fore; in other cases, another.

"The type of personality which is most subject to the disorder is that which goes by the name 'nervous personality,' tho the cyclic personality, in its depressive phases, is liable to run into what is called 'nervous breakdown.' The breaks which occur in other forms of personality should be called by names other than this one. If the breakdown is a mild one the symptoms may be a feeling of inadequacy, unwillingness to try to meet obstacles, to fight back. There may also be dizziness, lack of appetite, fatigue and insomnia. If it is more severe it goes by the name of symptoms of psychasthenia. The only place of drugs in treatment is in meeting occasional symptoms; the core of treatment is mental, spiritual and social training."

I have gone into considerable detail in answering this question for I believe it will be helpful to hundreds at this particular time.

I Think

(Continued from page 54)

here are the words: "As I sat—late one evening smoking—the inner logic of the situation sprang at me—I went to my room and for two hours I scribbled or walked the floor or smoked until I had a working plan in my mind."

Dr. Miller answers:

Concerning the article to which you refer, the experience cited is simply a page out of the experience of hundreds of thousands of men and women. There seems to be something about non-excessive smoking that brings a state of relaxation which helps ideas to come.

It is our belief that the harm in smoking comes from the excessive use of tobacco or the use of tobacco by young people not fully grown. We cannot find any convincing evidence that the moderate use of tobacco by mature people is harmful. Excessive eating, working, sleeping, exercise, etc., are all harmful but the harm comes in the excessive indulgence rather than in the nature of the activity. As psychologists we should try to keep a tolerant and open-minded attitude on every subject.

T CARTER DODD of 229 Summer St., Stamford, Conn., writes:

This is a letter of criticism. If you are like me (I'm sub-editor of a local paper) I'm always glad when people pass on suggestions to me. I liked many of the articles in the October PSYCHOLOGY but there was other stuff I did not like. Too learned, too dry, not enough of the flesh and blood of the every-day struggle. I like the stuff that is of practical help; psychology that could shape my life, not theory or dogma.

What I mean is this: I used to suffer from nervous headaches. I faced the facts, discovered the cause, found a cure and now I'm all right. That was using psychology. Reading helped me there. Reading of things like that might help me—and others.

Dr. Miller answers:

Thank you for your letter. It may interest you to know that a month before your letter arrived I called a meeting of our editorial staff and told them that I felt PSYCHOLOGY had been drifting too much into the academic field. I believe that I used your very words—that the tendency of our recent issues had been "Too learned, too dry, not enough of the flesh and blood of the every-day struggle."

I think you will find a difference in the November issue. We inaugurated a new policy which should make PSYCHOLOGY infinitely more appealing to the average reader. As Ben Bernie would say, I hope you'll like it.

(Continued on page 69)



DAVID V. BUSH
America's
Foremost
Practical
Psychologist

LITTLE MENTAL KINKS THAT KEEP PEOPLE POOR

How to get rid of them quickly

FEAR and worry are dangerous mental kinks that keep people poor, unhappy, dissatisfied. "Nerves" and depression are the result of **WRONG THINKING**.

What mental kinks are breaking **YOU** down physically? What mental kinks are making you irritable, discontented, unhappy? Are you letting foolish worries and wrong mental attitudes keep you from leading a full rich life?

PSYCHO-ANALYSIS

**A New Thought Power
that Ends Mental Kinks—Forever!**

Fear can be ended at once. Doubt, uncertainty, worry can be dispelled like magic. Many interesting cases show that harmful mental kinks can be straightened out almost instantly . . . through the amazing new principles of **PSYCHO-ANALYSIS**.

One man, a failure until his fortieth year, ended his feeling of inferiority and won a marked success in the business world.

Another man, held back by fear of his superiors, of public opinion, of financial troubles—discovered new confidence in himself and won the things he wanted most in life.

A woman, troubled for years with imaginary nervous ills and worries, destroyed these strange kinks of the mind and now enjoys perfect health and contentment.

There are countless other cases of men and women, victims of fear, worry and nerves who found relief and happiness through the amazing power of psycho-analysis.

PSYCHO-ANALYSIS—What It Is

Psychology is best described as a study of the mental life. Psycho-Analysis is a form of psychology. It enables you to analyze yourself—to pick out your good and bad points—to

eliminate the bad ones and add useful ones. It shows you how to capitalize your faults—how to end all the nervous strains and depressions that exhaust your energies.

"Psycho-Analysis Kinks of the Mind"
ONLY \$1.00

Are you a slave to your nerves? Do you fret about little things? Are you often "blue" and melancholy? Do you suffer from indigestion, heart palpitation, dizzy spells? Do you worry about your job? Money? Your future? *Be careful!* These are Nature's warnings that unhealthy nerves are leaving you open to a complete mental and nervous breakdown! Let Psycho-Analysis end your nervous ills and worries—**OR NO COST**.

In "Psycho-Analysis Kinks of the Mind," Dr. David V. Bush tells you all about this important new science—how you can use it to your own advantage in winning back the health and energy of youth.

Dr. Bush is America's foremost practical psychologist. He has helped thousands achieve their fondest dreams. If you are depressed or worried—if you are afflicted with any mental or physical illness—you cannot but find "Psycho-Analysis Kinks of the Mind" a blessing and an aid.

For a limited time the price of this 140 page book is only \$1.00. Send for it today. If you are not delighted return the book within 5 days and your money will be instantly refunded. But begin at once to enjoy the benefits of this new strange power. David V. Bush, Publishers, Dept. PA-562, 225 N. Michigan Blvd., Chicago, Ill.

DAVID V. BUSH, Publishers,
Dept. PA-562, 225 N. Michigan Blvd.,
Chicago, Ill.

Please send me a copy of "Psycho-Analysis Kinks of the Mind." I have enclosed \$1.00 in full payment. If I am not completely satisfied with the book I may return it within 5 days and have my money instantly refunded.

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Address _____
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You, Too, Can Make Money!

Says Pauline Cleaver

Mrs. Cleaver has long been known to radio listeners, newspaper, magazine and book readers, women's clubs, business clubs, correspondents, students and warm personal friends by the thousands, all over the United States. In the midst of financial and economic uncertainties, she keeps insisting—"You, Too, Can Make Money," and showing how it is to be done. Her ideas and advice are fruitful because they are fundamentally sound. Talent, expressed in Service, means Income! That is her message.

Let Mrs. Cleaver solve your problem. She answers personally all inquiries sent to her in care of this department. Address Pauline Cleaver, PSYCHOLOGY Magazine, 101 West 31st Street, New York City.

ELDERLY FOLK CAN HAVE BUSINESS SUCCESS

THIS department will not neglect the young-old folk!

An elderly gentleman, living in Virginia and retired, wrote me quite a while ago. "I am dissatisfied with doing nothing," he said.

After further communication, the fact was established that he had dozens of home-cured hams at home and as any number of persons are enthusiastic about the taste of this product of old Virginia, he had an immediate occupation.

Special boxes with appropriate, attractive wrappings were procured and these hams were sold by mail order with excellent profit to the Southern gentleman.

But after this, he still wanted occupation and it was decided that he should make oval bath-room hampers. A bendable, very thin wood was selected for these and the top and base were cut into oval shape. Soft-tinted enamels of contrasting colors finished both inside and out. The hampers have been popular and sold readily and the old gentleman is delighted. Two firms are showing his product and taking orders on a commission basis.

If a man almost eighty can have this much success, certainly younger people should feel that they can do something equally remunerative. Study the people of your town. What do they need?

DOLL-LIKE GREEN HOUSES

ATOY green house that is really to be used is an attractive article that is on a high wave of popularity this winter. These little green houses are about the size of an apple or orange box. All but the floor is made of glass. Inside are little, metal shelves and very tiny earthen pots in which to start new plants.

These are very ornamental and should, of course, be placed in, or near a window. The children adore them and enjoy watching the tiny, new shoots that bring a suggestion, when

wintery winds blow, of garden and spring-time into the home. These are not at all difficult to make. Any school boy could construct one.

SUN FLOWER SHELF

THE little green houses remind me of the new sun-shelves. These shelves fit into the windows and on them are placed potted plants. They are painted in colors that harmonize with the color-scheme of the room and really add a very pleasing touch to any room. Do you remember the bottle shelves that were once described in this department? These sun-shelves are wider and should sell readily.

SMOKING STANDS

A YOUNG man confined to his home with a broken leg decided to make use of the time by constructing smoking stands. He made a number of these and they sold very well. He got his idea from a description of the painted tin trays which this department once described. He enlarged upon the idea, making stands which he painted to match the trays or to contrast pleasingly with them.

These he securely nailed together, making the nails form a part of the decorative design, thereby concealing their utilitarian purpose. Knowing two boys who were out of employment he taught them to help him and now that he has recovered and gone back to work, the boys are still making the stands and taking in a nice little income from the orders they procure.

In order that these boys may be kept employed I am sending them designs of table trays which fold up as do card tables. These are very neat and the boys are sure to get many orders.

SOMETHING VERY NEW

IN GREENWICH Village, New York, I went to a studio party last week where I saw a novel idea that many would be able to use, I am sure.

Have you seen the plan palettes which artists use for their paints? Little boards, you know, with holes thru which to place the thumbs. At

this party, the Japanese butler gave each guest one of these boards which made charming hand-trays. They were painted in various, vivid colors. Mine was very gay, a Russian effect and on it was placed a cocktail glass, three dainty sandwiches and tiny, brightly colored napkins.

With these individual trays the guests could stroll around, chatting, in different parts of the room. The trays were so convenient that I asked the host where he had procured them. He smiled. "I made them," he said. So any of you who like this idea, get busy. I'm sure they'll sell. Any one who entertains would love to have a dozen or so of these.

PLEASE NOTE

RECENTLY three persons have written letters in to this column which have contained insufficient addresses. One woman sent me a dollar, asking that I procure something for her and altho she printed her name and street address most carefully, she actually left off the name of the town. Please be careful. See that your name, street address, town and state are plainly written or printed. I hope these persons who have made it impossible for me to answer them, will try again.

HOROSCOPE HANDKERCHIEFS

"OF ALL the lovely ideas that you have sent me for my Gift Shop which one do you guess made me the most money? The 'horoscope handkerchiefs,'" one of my regular readers wrote me.

These little "horoscope handkerchiefs" are most attractive!

Twelve signs of the zodiac I outlined in the corner of twelve handkerchiefs. When I have found the zodiac signs that belong to the particular individual, I make these handkerchiefs distinctly individual. As these are absolutely unique for birthday presents they sell readily, six in a box, for two dollars. Before Christmas, I sent out over two hundred boxes of these. Many persons I understood were going

to use them for bridge prizes. Keep your mind open for human-interest things in your little at-home Gift Shop and write in to this department when *you* have a good idea.

Some months ago I received a rather pathetic letter from a motherless home.

A father and a twelve-year-boy who lived alone were anxious for some activity at which they could work together. After the exchange of several frank letters, a decision was made. Today I received a letter from the father. Remember when reading this that they are doing this work in only one of the many cities of this great U. S. A. This means that many of you will find chances in *your* town.

"Dear Pauline Cleaver:

"The very day I received your letter about making the doggy-little bed tray boxes for small pet dogs, son and I bought the materials and went to work. Two well-to-do maiden ladies nearby have three pet Pomeranian dogs that they love as mothers love their children. I thought of them right away and made a sample bed to show them.

"I bought the wood cut to measure and son and I fixed up a workshop in the old open shed. This gives us sun and air which, because the boy is of a frail constitution, I think rather important.

"The doggie bed stands only eight inches high, being two feet long and eighteen inches wide. The rim around the part where we lay the mattress is only four inches high. We sloped off a curve in front so a small dog could jump easily into the bed. The mattress which is exactly like a doll's mattress, we covered with artistically-colored cretonne which can be washed.

"We make and sell these for three dollars and each gives us a nice little profit. I should mention that we also make our own mattresses, filling them with saw dust which is flea-proof as I mix cedar shavings with it. These beds are very saleable as almost all dog owners are very enthusiastic and it is not unusual to receive orders for two of them from one person. I am making arrangements with a firm which will give me orders by the dozen lots and some beds I am to make more elaborately with of course, better profit. We are very happy—son and I."



You Can Rise—Above The Crowd

You can lift yourself above your associates and your surroundings. You need only to uncover and use your hidden abilities and powers, with the aid of Theo-Science.

Theo-Science uncovers your hidden abilities and develops your sleeping powers. Theo-Science guides and lifts you onward and upward.

You Can Find And Use Your Sleeping Powers

Theo-Science explains the physical, mental and emotional phases of your life. Theo-Science teaches you how to develop and control your body, your mind and your emotions.

Theo-Science shows you how to use the superior intelligence and force which created you and which now guides and inspires those who have this priceless knowledge. You can use its proved, practical methods without radical changes in your beliefs or manner of living.

Theo-Science is the supreme achievement of a life-time of investigation; study and effort of eminent scholars, authors, lecturers and teachers. Theo-Science is a complete, scientific, reasonable, workable plan of living.

The founders of Theo-Science, the Right Reverend H. Percy Ward, D. D., Ph. D., Bishop of the Chicago Diocese of the Liberal Church of America, and his associates, are now making the benefits of Theo-Science available to everyone.

Theo-Science Teaches, Leads, And Aids You

With Theo-Science You Can—

1. Become the absolute ruler of your body, emotions and mind, making them your ever obedient servants.
2. Regenerate your body with new vitality and energy; rid it of ill health, and gain abundant health and strength.
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4. Free yourself forever of your feeling of inferiority; and develop unbeatable courage and overwhelming self-confidence.

5. Discover and control the higher and finer forces of nature, which will enable you to work what appear to be miracles.

6. Develop spiritual consolation, and attain supreme and lasting happiness.

7. Prove to yourself, beyond all doubt, the existence and nature of your Soul.

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You Can Be What You Want to Be

You need no longer struggle in vain to get what you should have and be what you should be. You need no longer wish and hope for success, power, prosperity and happiness.

You need no longer grope in the dark for the knowledge, the inspiration and the spiritual consolation you so intensely desire. Dr. Ward will guide, encourage and aid you.

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His Lecture will be sent without cost or obligation to you.

A Baby in Your Home

SCIENTISTS now state that "complete unity in life depends upon sex harmony" and that the lack of it is the one greatest cause for unhappy marriages. Also that every woman "has the capacity for sex expression" but too often she is underdeveloped or suffering with general female disorders which rob her of her normal desires.



During an experience of more than 35 years specializing in the treatment of diseases peculiar to women, I developed a simple home treatment which has brought new hope, health and happiness to many thousands. I have seen hundreds upon hundreds who suffered from delayed, painful or irregular periods, lack of feeling and sterility due to functional weakness, become strong, healthy vigorous women enjoying the desires and activities of a normal life. Many who had been childless for years became proud and happy mothers. Husbands have written me the most glowing letters of gratitude and now I want every woman who is run-down or suffering from general female disorders, to learn about this splendid treatment and how she may use it in the privacy of her own home.

Get This Knowledge FREE

I have written a booklet "Full Development" and another "A Baby in The Home" in both of which I intimately discuss many important subjects relating to the female sex, that are vitally interesting to every woman. They are replete with valuable facts learned in my long experience during which time I have seen and successfully treated about every condition of female disorder known to medicine. They tell how you too may combat

your troubles, as thousands of others have and often again enjoy the desires and activities of nature's most wonderful creation—a normal, healthy, fully developed, vigorous woman. I will gladly mail both booklets free, in plain wrapper to all who write me. If they help you, tell your friends. Just send name and address. Do this today as it may change your whole life.

Dr. H. Will Elders, Suite 313-B, Schneider Bldg., St. Joseph, Mo.

SECRET POWER

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PATY CO., 618 SOUTH WESTERN AVE., DEPT. A51, LOS ANGELES, CALIFORNIA



Who's going to pay up today?—Miss Sandborg at her desk in Minneapolis.

People Like to Pay Their Debts

(Continued from page 31)

what they need. And if you check up consistently, you usually get your chance to collect."

It is natural to assume that most debtors plead helplessness. They tell the collector they cannot pay. But the method Miss Sandborg employs is not only to make people pay but to educate them to feel that they ought to pay.

That was in the back of her head when she started out in business. Her fundamental principle was something akin to moral suasion; to do something constructive for the debtor as well as the creditor.

"I feel that a woman, in some instances, has the advantage over a man as a collector," she said. "A man, even the supposedly hard-boiled collector, is apt to weaken under the smiles or tears of the woman who is delinquent in her bills. The woman collector knows those of her ilk best and the debtor isn't inclined to waste her tricks on her."

"A woman also is much more successful with the brow-beating, blustering type of man who ordinarily swears at a collector and threatens to throw him out. No matter how upset he may be over the matter he will hold himself in check in the presence of a courteous, well-bred woman. As a matter of fact, he is so embarrassed when she confronts him with his debt, that before he has the time to recover, she takes that opportunity to present her case and to make him see that in reality,

it is *his* case.

"If the collector works intelligently, the delinquent will sit up and realize that he or she isn't an enemy but a friend. Of course, the first thought in the collector's mind should be to not antagonize by being aggressive. The debtor must be made to realize that he is being helped out of a bad debt."

One day, Miss Sandborg discovered, that of all the business and professional men, doctors and dentists got the worst deal. A merchant, for instance, will ask a customer to furnish references before he can open an account. As a matter of fact, the customer comes prepared with credential because that is the rule.

"Dentists are the heavier losers," Miss Sandborg said, "because an unpaid bill not only represents his labor but also expensive material which may have gone into the patient's mouth."

So what this enterprising woman did, was to establish a new department in her agency for the collection of doctors' and dentists' bills. The old clientele was not to be dispensed with, by any means, but this was only a new branch. To build up a comprehensive department, she had the doctors and dentists send in regularly a list of their delinquent accounts—those covering a period of nine years. This she assembled in her office in systematic order so that the records would be available to anyone who wished to

check up on a case and get information on a patient before extending undue credit. All this data had to be obtained personally and laboriously from the various doctors, because they are so very busy, that they could not be depended upon to mail it in.

"You'll find," Miss Sandborg said in conclusion, "that most of the people who incur debts aren't necessarily dishonest people. They don't have an intention to get as much as they can and run away. They are nice people—the majority of them—the kind who would retaliate in righteous indignation if you only intimated any dishonesty in their neglect to pay."

"But they either belong to the unfortunate 'optimists' who accumulate debts because they think they see a hopeful future or they are those who wanted so much to rise above their station, that they didn't stop to think that they were getting into trouble by incurring unpayable debts."

Consequently, Miss Sandborg's policy is to make the debtor feel that she is there in his interest. She comes to help him become a free man again. Doesn't it make him uneasy to know that he is being pursued by a debt? And tho everyone knows what a thankless task a collector has at best, Clara Sandborg has succeeded in building up an agency where people not only pay their debts but dig into their pockets because they *want* to pay.

Some Men Never Quit

(Continued from page 19)

tion three instances which have come to my attention in recent months. There are many such.

The Ditch Digger

IT happened in our economic yesterday. Its counterpart is taking place somewhere today. William Meier pos-

sessed a fairly good education and broad business experience. Before the panic, he held a good position as General Office Manager with Heber, Strom & Millstein, Inc., Lace Importers.

Now, Messrs. Heber, Strom and Millstein, as individuals, were independently well-to-do, enjoyed good incomes

from private investments, whereas Heber, Strom & Millstein, Inc., Lace Importers, were operating at a loss of approximately \$60,000 for the year. This was due to two things—the panic and the decline in general use of lace.

About the middle of the second year Millstein threw up his hands, "Wat

the h.....! We're better out of this business."

"Guess you're right—let's quit," agreed Heber.

"Vell, let's sell or quit," echoed Strom. They quit.

In recognition of Meier's twenty years of faithful service, his three employers contributed a bonus of a thousand dollars, shook hands, wished him luck and considered that disagreeable matter settled.

Meier looked for a position—week after week—until two months had passed. No one needed a man forty-nine years old—particularly one experienced in the lace-import business. Sorry.

The realization that he might never be able to relocate in the lace business swooped down upon Meier one afternoon with deadening weight. He stopped at the curb. There must be a way out. Society had nothing against him. He wasn't a failure. It was a matter of circumstances. A steam shovel across the street chugged and hissed and clattered, while workmen dodged here and there to avoid the jaws of the industrial hippo.

An idea. By George, he'd do it.

Going across the street, he asked for the foreman. "Dar's de boss," an ebony black answered accommodatingly.

The boss, accustomed to meeting all types of humanity, was suspicious of Meier's motives. "You don't want this kind of a job," he drawled, squinting at Meier.

"Try me and find out," was the cryptic answer. A pair of new overalls, shirt, heavy shoes and gloves were purchased on the way home.

Mrs. Meier, naturally enough, remonstrated. "You're not strong enough—besides we can't live on twenty-five dollars a week."

"Neither can we live on hope forever," Meier answered determinedly.

The following weeks were hard. But Meier knew what to do. He first caught the boss' attention. He made good with the pick and shovel. He demonstrated his ability to get along with the men. Eventually, a construction detail with twelve men was assigned him. In a few months from straw-boss to boss.

Eight months later he was taken into the superintendent's office.

Men—Management—Methods. He understood the first two and was studying hard the third. From time to time, suggestions filtered from his desk to the Man Higher Up. His salary was better now. He had weathered the storm.

Within five years he had organized his own construction company; modestly financed, but better than a declining lace business.

Life Doesn't Defeat Men Like Meier O'Hara

YOUNG O'HARA, sorrel-topped, a recent arrival in the city from the "auld countree," was no longer needed in the warehouse. He was single, and, so far as possible, the jobs were being held for married men. O'Hara hated to leave.

Back to his previous employer. Nothing doing. Here and there. Nothing open. Then our friend set out in dead earnest.

An acquaintance proposed that the two open a pressing shop as partners.

His old employer wrote that he might be able to take him back the first of the month. But O'Hara kept on looking and finally found a selling line that he wanted, but in which there were no vacancies.

"Nothing doing," the sales manager insisted.

"You want sales, don't you?" O'Hara parried.

"Heavens, yes!" roared the other.

"All right, I'll get sales! Give me a kit of samples, put me in your poorest territory, and if I don't get sales, it'll cost you nothing. Isn't that fair?"

It was. O'Hara got the samples—likewise the sales. Compelled to choose between three openings which promised little, O'Hara is now making more money than he ever did as a warehouse clerk. When I saw him the other day, he reported business quiet but steady. He is saving something every week. The good old-fashioned qualities of persistence, honesty and willingness to work hard opened up the kind of job O'Hara wanted, even during hard times. *He simply didn't know how to be defeated.*

Riley

RILEY was employed by a large corporation as "hall man" or "reception clerk." With the decline of business, he was put on half-time, at twenty dollars per week.

Promptly upon being notified of the change, he called on a publisher to arrange to sell a newly published business book in the offices throughout the garment district. The publisher tried to discourage him. Riley was courteous but insistent. Five books were sold him for the trial. He was back in three hours. The next day, similar results. Then eight books were taken each afternoon.

At the present time, Riley is selling ten books per half day, which nets him a profit of twelve dollars—at least sixty dollars per week, in addition to his regular salary of twenty dollars. *For Riley there is no depression. Recently, I learned that he owns two fair-sized apartment houses; that he has*

Encouraged by \$100

"Perhaps you will be interested to learn that I have succeeded in selling a short story to 'War Birds,' aviation magazine, for which I received a check for \$100. The story is the first I have attempted. As the story was paid for at higher than the regular rates, I certainly felt encouraged."

Darrell Jordan,
Box 277, Friendship, N. Y.



How do you know you can't write?

Have you ever tried?

Have you ever attempted even the least bit of training, under competent guidance?

Or have you been sitting back, as it is so easy to do, waiting for the day to come some time when you will awaken, all of a sudden, to the discovery, "I am a writer"?

If the latter course is the one of your choosing, you probably *never will write*. Lawyers must be law clerks. Doctors must be internes. Engineers must be drafts-men. We all know that, in our times, the egg does come before the chicken.

It is seldom that anyone becomes a writer until he (or she) has been writing for some time. That is why so many authors and writers spring up out of the newspaper business. The day-to-day necessity of writing—of gathering material about which to write—develops their talent, their insight, their background and their confidence as nothing else could.

That is why the Newspaper Institute of America bases its writing instruction on journalism—continuous writing—the training that has produced so many successful authors.

Learn to write by writing

NEWSPAPER Institute training is based on the New York Copy-Desk Method. It starts and keeps you writing in your own home, on your own time. Week by week you receive actual assignments, just as if you were right at work on a great metropolitan daily. Your writing is *individually* corrected and constructively criticized. A group of men with 182 years of newspaper experience behind them are responsible for this instruction. Under such sympathetic guidance, you will find that (instead of vainly trying to copy someone else's writing tricks) you are rapidly developing your own distinctive, self-flavored style—undergoing an experience that has a thrill to it and which at the same time develops in you the power to make your feelings articulate.

Many people who *should* be writing become awestruck by fabulous stories about millionaire authors and therefore give little thought to the \$25, \$50 and \$100 or more that can often be earned for material that takes little time to write—stories, articles on business, fads, travels, sports, recipes, etc.—things that can easily be turned out in leisure hours, and often on the impulse of the moment.

How you start

We have prepared a unique Writing Aptitude Test. This tells you whether you possess the fundamental qualities necessary to successful writing—acute observation, dramatic instinct, creative imagination, etc. You'll enjoy taking this test. The coupon will bring it, without obligation. Newspaper Institute of America, 1776 Broadway, New York.

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Send me without cost or obligation, your Writing Aptitude Test and further information about writing for profit as promised in Psychology—February.

Mr. _____
Mrs. _____
Miss _____

Address _____
(All correspondence confidential. No salesmen will call on you.)

Why don't you write?

put one boy thru college and has set another one up in business.

"Then he didn't need the book sales?" you ask.

Very well, *who suggested the idea to him?* No one. Riley took nothing from anybody else. He simply created his own selling opportunity. Now, of course, he is back at full time in his old position. Hundreds of men, in similar circumstances failed to think their way thru. He's entitled to the fruits of his own thought and labor!

These cases show why business veterans freely predict that in a few years there will be a new set of names and

faces listed as our business leaders and runners-up. Final and decisive defeat settles only upon those who fail to see the challenge that exists in a personal problem.

Our Meiers, our O'Haras, our Rileys are made of the stuff that not only refuses to quit but aggressively insists upon making circumstances serve their needs.

Not every man may be able to find satisfactory employment just now. But in the dearth of places, its the *brick-makers* like Meier and Riley who begin to dig out first, while Tom and Dick

and Harry are still motionless in deepest gloom.

There's a light in the East. Already the brickmakers are on the alert, getting ready for the New Day.

This "never-quit" spirit is contagious. It passes from person to person like wild-fire and we turn to our work again determined to put more into *today—each today*. And that explains why the eternal "bulls on America" invariably come out on top and right side up. They are *creators* of, instead of simply passengers on, every Good Times Train.

What's Behind the Fashions?

(Continued from page 42)

erect in straight-backed chairs to preserve their elaborate coiffure, which frequently took several days for an expert *perruquier* to arrange. They have gone without nourishment for days at a time to acquire a slender figure and they have gorged themselves with fattening foods to become plump and stout.

When Catherine de Medici led the fashions, she decreed that the waist-line should not exceed thirteen inches. Women, accordingly, employed special servants to draw their corset strings. When, in 1793, the well-beloved Duchess of York was on the road to motherhood, women and girls padded their stomachs to attain similar appearance.

About 1800, in France, women's clothing was so skimp that it became a sort of amusement in society to weigh a lady's garments. She would strip herself for this purpose and if her attire, including shoes and ornaments, exceeded eight ounces, she was not considered in style.

Fifty years later skirts were so full that they measured ten yards in width. The Empress Eugenie actually appeared in the French court wearing a costume that contained one thousand yards of material. As these skirts needed some support to make them stand out, the under-petticoat was lined with horse-hair and a straw-plait was inserted in the hem.

About 1856, the underclothing of a lady of fashion consisted of long drawers trimmed with lace, a flannel petticoat, an under-petticoat three and one-yards wide, a petticoat wadded to the knees and stiffened in the upper part with whalebones, a white starched petticoat with three stiffly starched flounces, two muslin petticoats and finally the dress. The weight and discomfort of such an outfit was so terrific that when a certain Frenchman invented light steel frames to replace

this tremendous pile of clothing, he made 750,000 francs in four weeks.

In all these extremes, sex is the common denominator. No matter what the fashion, women do not fail to emphasize their femininity. When they went in for exaggeration they exaggerated always the breasts and the hips, two distinctly sexual zones. Breasts were sometimes bared; again, they were enormously enlarged with artificial forms of wax or inflated rubber. The hips were likewise enlarged or the skirts were made so tight that every line was plainly visible. From the farthingale of Queen Elizabeth to the crinoline of Empress Eugenie, the hooped skirt, in its various developments, served to emphasize the human form, as did the hobble skirt and the harem skirt of more recent years.

In fact, many able students of the subject see in sex and the desire to be attractive the very origin of dress. Primitive men, they say, wore shells and other brightly colored ornaments on certain suggestive parts of the body, not because of any innate sense of modesty, but to increase their sexual lure. In its most primitive form—a tiny apron of grass or leaves—clothing served primarily to cover the sex organs. It was generally put on at the time of puberty when the boy or girl was ready for marriage and anxious to secure a mate. Among some peoples, the woman is covered for the first time during the marriage ceremony. The clothing is put on her by her husband, and should he die, she goes naked again. In other tribes only the unmarried girls are clothed. When they marry, they go about naked. Again, where both women and girls wear nothing but simple adornments such as shells and beads, the harlots are the only ones to dress themselves. Obviously they do it to lure the men.

As garments become more ample,

however, semi-nudity becomes a sex lure. The sexual element in clothing is found in the extremes that invariably follow wars and other great catastrophes. In times of war, when men are scarce, women instinctively denude themselves in order to win in the close competition for a husband. In ancient Athens, when a large proportion of the males had been killed off in the long wars, the government ordered the women to dress in transparent tunics designed to emphasize the beauty of their figures. Following the Cromwellian wars in England, women exposed their breasts and greatly enlarged their skirts. After the Reign of Terror in France, they wore Greek tunics of filmy texture. It was stylish to be "undressed."

Madame Hamelin, a beautiful lady of society, dared to promenade nude save for a mantle of tulle. The custom spread, and, in Hanover, Germany, a lady of fashion wagered that she could walk thru the streets clothed only in a chemise and a neckerchief without causing any excitement—and she won her wager. About the same time, at a masquerade ball held in another German city, a couple appeared as Adam and Eve, clothed in nothing but their innocence.

But we do not have to go so far afield for examples to prove this point. Who has forgotten the tight skirts that stopped short above the knees, the painted knee caps, the rolled stockings, and the gay garters that characterized our own post-war period?

As women have gone from one extreme to another in fashions, they have adopted distinct psychological reactions to match the dress of the time. These poses, with their variety, have enhanced their attractiveness in the eyes of the men. When waists were drawn tight and breathing was difficult, it was smart to be weak and hysterical.

Men promptly displayed admiration for this fragile type of femininity, and, accordingly, women studied fainting and hysteria as a fine art. When clothing was skimp and exposure resulted in lung trouble, it was quite the thing to be "on the decline," which, in plain English, means to have consumption. Again when clothing was plain and tailored, masculinity was affected.

As William Bolitho once pointed out, the severe simplicity of dress in recent years went hand in hand with the ideal of companionate marriage. Women were more interested in being real companions to their men than fashion plates for them to idolize. But now that styles are very feminine it is quite in vogue to be romantic.

Consciously and subconsciously, women's dress has been designed to provoke man's emotions. And woman has been quick to respond to the power of sex in clothes.

But just as dress has been altered in its evolution, so has woman's motive for dressing been modified. What she once did purposely and solely to please men or a certain man, she now does, in part at least, to please herself and to vie with other women. Her interest in her clothes is no longer the result of a pressing desire to enhance her feminine charm and to delight her husband or her sweetheart. In fact, at times she hardly cares if she is feminine or beautiful so long as she is smart and capable of arousing a little envy in the bosom of other women. Upon the basic element of sexual attraction, she has superimposed that of feminine rivalry.

In 1925, *Candide*, a Parisian weekly, asked for statements as to whether a woman dresses for a certain man, or for men in general, or for her own satisfaction, or to outshine other women. Thirty-one prominent men and women responded to this inquiry and their answers showed a tendency to believe that the average woman dresses for other women. Premier Herriot said: "Above all, perhaps for

nothing else, women dress against other women." And the Marquis Boni de Castelane replied: "Women dress for other women. Women care nothing for men's opinion, and at the same time, would never take the trouble to dress for themselves." Generally, this belief is rapidly gaining more adherents.

This tendency is, in fact, but a phase of that larger race for social standing in which we are all competitors. And it is here that the men join hands with the women. Altho they are notoriously lacking in the fine discernment and discriminating taste that Europeans display, American men do, as a class, respond, almost instinctively and certainly without analysis, to the clothes their women wear. They hate to be seen with a woman who is not well dressed and smart, altho consciously they do not know what smartness is.

Impelled by social pressure, they labor and sacrifice so that their wives and daughters may be dressed just a little bit more elegantly than the other women in their immediate group. And American women are only too glad to fulfill their husbands' wishes in this regard. As a race they are probably the most ardent votaries of fashion the world has ever known.

Led by the desire to excel, American women realize as do few other women that to be really smart one must never be strikingly different. One must be just a tiny bit smarter than anyone else. Individuality in personality lends the final touch and it is personality, above all else, that our American women are now bent on attaining. Personality alone makes a woman distinctive.

Women follow the fashions as a part of their whole life attitude. Consciously or subconsciously, they are pretty much in accord with the Bohemian immigrant girl who, asked to define her philosophy of life, replied, "Well, after all, life is mostly what you wear."

The Future of Motherhood

(Continued from page 47)

on its feet and still more so when the second and third begin roaming the house, the mother's troubles begin. She has to handle young adults—regular power dynamos. The nurse is quickly outgrown. "Mother" has come in for superintending eating, dressing, bathing, school and a thousand other activities. She herself knows all too little about her job. Nor can she go anywhere to learn it. Motherhood, child care, children training as taught by academicians are like all other voca-

tions learned in school. When you get to practicalities, you first have to forget what you learned in school before you can get on with the job. She gets tied into a knot. She loses her freedom and becomes a slave to her children.

There was a time when this slavery of motherhood filled and fulfilled a woman's ambitions and wishes as well as those of her husband in respect to his wife. When a man said he had a club meeting at night or a late business conference, his wife took it for



"How I Licked Wretched Old Age at 63"

"I Quit Getting Up Nights—Banished Foot and Leg Pains . . . Got Rid of Rheumatic Pains and Constipation . . . Improved my Health Generally . . . Found Renewed Strength."

At 61, I thought I was through, I blamed old age, but it never occurred to me to actually fight back. I was only half living, getting up nights . . . constipated . . . constantly tormented by aches and pains. At 62 my condition became almost intolerable. I had about given up hope when a doctor recommended your treatment. Then at 63, it seemed that I shook off 20 years almost overnight.

Forty—The Danger Age

These are the facts, just as I learned them. In 65% of all men, the vital prostate gland slows up soon after 40. No pain is experienced, but as this distressing condition continues, sciatica, backache, severe bladder weakness, constipation, etc., often develop.

Prostate Trouble

These are frequently the signs of prostate trouble. Now thousands suffer these handicaps needlessly! For a prominent American Scientist after seven years of research, discovered a new, safe way to stimulate the prostate gland to normal health and activity in many cases. This new hygiene is worthy to be called a notable achievement of the age.

A National Institution for Men Past 40

Its success has been startling. Its growth rapid. This new hygiene is rapidly gaining in national prominence. The institution in Steubenville has now reached large proportions. Scores and even hundreds of letters pour in every day, and in many cases reported results have been little short of amazing. In case after case, men have reported that they have felt ten years younger in seven days. Now physicians in every part of the country are using and recommending this treatment.

Quick as is the response to this new hygiene, it is actually a pleasant, natural relaxation, involving no drugs, medicine, or electric rays whatever. The scientist explains this discovery and tells why many men are old at forty in a new book now sent free, in 24-page, illustrated form. Send for it. Every man past forty should know the true meaning of those frank facts. No rest or obligation is incurred. But act at once before this free edition is exhausted. Simply fill in your name below, tear off and mail.

The Electro Thermal Company
5750 Morris Ave. Steubenville, Ohio

If you live West of the Rockies, mail your inquiry to
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LOS ANGELES, CALIFORNIA

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granted, sat home and knitted booties for the baby or embroidered scalloped collars for her little girl's party dress. When the husband arrived home this little domestic scene delighted him no end. But each era has a shifting point of view and when husbands come home now they tolerate a half-hour with the family—then they want a woman to be ready to play. If the wife won't function he soon finds someone who will.

The good psychiatrists and modern novelists are right when they tell her that what her husband wants in a wife is a cheerful helpmate, playmate and mistress (no small order)!

We live in an exciting world and women have caught the fever. They don't want to miss anything. The growth of the "movies," the theatres, art exhibits, lectures, dinners, commuting to and from the suburbs for parties, night-clubs and the exciting speakeasies—all these things that take her out of the home are on the side against motherhood.

She has another difficult problem to face which has been rapidly developing in the business world. With the expansion of American industries the conquest of America no longer satisfies the heads of growing business concerns. America is carrying her genius overseas from Australia to Russia and all through Europe. This means that men in business have to travel. Shall the wife go on breeding in her little nest and let her husband go alone to foreign countries, sometimes for a month, sometimes for a year? If she goes with him can they afford to take the children? Usually they can't. What does the wife do if she finds herself inconveniently pregnant? Why she has an abortion. There is an abortionist handy on every street. They have cropped up in our cities like the speakeasies, in response to public demand.

It takes an historian, psychiatrist and philosopher to tell how women got into the present situation, but few deny that it is real. I can't tell where the circle started—whether men desired their wives to be more interesting than domesticity allowed, or whether women started it all back in the "equal rights" stage of affairs because they desired more freedom. And did they desire more freedom because the home did not satisfy their own day-dreams? And why did their day-dreams wander to a world outside the home instead of toward some solution of the home problem? These are difficult questions to answer but women

are dissatisfied with just being mothers and making a home for their children. They are restless. Many women are in business today not because they need to be but just to "do something." "Doing something interesting" puts them in the spot-light—no matter how small the spot-light is. Have you ever noticed when people are talking about some woman the rest of the group does not know that some one invariably asks, "What does she do?" Not long ago I was talking to a young man at a party attended by many authors, theatrical people and artists. I flattered myself that I was being very amusing but he was not so impressed. Suddenly looking over my head at some distinguished guest he said, "And what do you do, dear lady?" With my best control, I said, "Nothing but entertain dull young men like you," whereupon we parted company.

I think the trouble is that we are taking motherhood too seriously. We



haven't yet quite had the courage to debunk it. The real truth of the matter is that we mothers are not specialists. We are trying to do a job that is too difficult. Consequently we make lots of accessory and compensatory movements with all the attendant emotional distress. Children need specialists from the start. If the specialists do not exist, we shall have to develop them.

It is more than obvious that in the past ten years much has been done in the direction of developing specialists who can take the child away from the mother. The progressive schools want to get children as young as possible. I think that the youngest are taken at eighteen months. They keep the children all day; have beds so that they can nap after lunch and they are returned home in the evening.

Boarding schools are over-crowded with older children. Camps are popping up all over the country like toadstools. For those city mothers whose children are home in the afternoons and who have no nurse-maid, just read the lists of classified advertisements

for visiting governesses and reliable women wanted at fifty cents an hour to stay with the children nights so that the mother can get out. Institutions and home bureaus in New York have grown up and you can call them day or night and get an infants' nurse for an hour, a week, a month or for any emergency. Then we have afternoon groups, boys' clubs, girls' clubs, so that when the children want to visit the Statue of Liberty or Grant's Tomb they can be taken while the mother does her interior decorating or plays backgammon. I heartily approve of all this organization. But this industry is becoming so vast and so important that it needs closer scrutiny. We need better-trained yet experienced and practical people in it. There should be a super-bureau of some kind that can "certify" all these people, as doctors and trained nurses are certified. People who care for children should at least be as carefully trained as a trained nurse.

What sublime egotism there still is on the part of parents who think they must spend their lives with their children; those who feel that if they send their darlings away from them and they fall ill nobody can take care of them like "mother," whereas a trained nurse is infinitely more capable. Why should we thwart and limit our children in their outside life because we fear for their welfare? Rather they should not grow up at all than grow up to be neurotic, incestuous and difficult in their relationships with people outside the family group. Many persons have asked me how I can go abroad for months at a time and leave my children and then when I come home send them away to camp. My answer is this: "No matter how much in my egotism I think I can teach them and influence them, they would be missing what some other group of people could show them if I keep them always near me. When we do see each other after a shorter or longer intermission, we have a marvelous time. I have things to talk over with them; they in turn are bursting with news for me, problems to be solved, points of view to be debated and plans for the weeks to come.

The old notion of wrapping youngsters in tin foil to prolong innocence and protect ideals as long as possible is to my mind as wicked a theory as could possibly be propagated. What should replace it is an abundance of information and education about everything in life; as much as they

can swallow and often as it can be crammed down their throats. A discussion on this subject arose the other evening in a group where one of the men present held forth the "don't rob them of the sweet mysteries of life" theory and the only answer I had for that was, "How can we?"

It seems to me that the more we know about everything in life the more exciting the many yet undiscovered problems become. To think that a full knowledge of sex takes the edge off of it is absurd. It only makes the youngster that much more capable of accepting romance when it comes his way. One misfortune of life is that its span is too short to learn all the things and do all the things that the world offers us. Days are but twenty-four hours and months but thirty days.

The prolongation of adolescence has spoiled many opportunities for personal development. Why should it be impossible to retain ideals with knowledge and sophistication? One of the great tragedies that I see among many groups is that people become middle-aged before they even realize the adventure and lure in life. It has taken too long to find out and years of energy and poetry have slipped away in the tedium of discovering what they want and how they want to live. Why not push the wheels a little faster and give youth a chance? One way it can be done is to give a variety of experience to children, and how can they get it if they are tied to our apron strings? They need points of view—good and bad, so to speak. When a mother learns to listen to her youngster with tolerance towards his or her point of view and a desire on her own part to learn what the child has acquired in its absence from the maternal cotton wadding, then she has made a great step in solving life for both herself and her sons and daughters.

There are all kinds of ethical notions which have developed out of the ages of barbarism; "duties" and what we owe our children and what they in turn owe us when they become adults. It is easy to see that the great causes that have influenced mankind in this direction are fear and economics. Most of us fear the punishment of our social group, if not of the Almighty, if we do not "do right by our children." We slave for them so that in our turn, when old age overtakes us, we can demand them to turn around and become our parents; to support us if necessary, care for us and keep us happy. As far as I can see, our children owe us only the respect and friendship that we as individuals (not in *loco parentis* are able to command. We owe them physical care as infants, an education and habits of work, but most of all, an organization on our

own parts which will allow us to step out and let them run their own affairs when they grow up. It is for this reason that we must continue our interests outside the home but naturally not at the expense of having our children dirty, ill or neglected.

The great social experiment that is taking place in Russia should some day be able to teach us a lot if we can get correct information. So far no two people who have returned from that country ever give the same description of what goes on. You hear on the one hand that the children are hungry and brow-beaten; that the expectant mothers who have been promised abortions if they did not want children have been denied their pleas and that the government is forcing them to go ahead and bear the children in order to increase the population. On the other hand there are those enthusiasts who claim that the children are happy, well-fed and getting educated; that the mothers are relieved to have their children taken care of and that they are content in the various tasks assigned them. It will take at least two generations, I suppose, to discover what kinds of men and women these young Russians turn out to be.

While we are waiting to find out from one great social experiment, why not do a little on our own part? Not in the desultory fashion in which it is now taking place but along organized lines. Every city ought to have at least one great institute for training men and women to take care of youngsters. Lots of mothers might themselves go in for this kind of work. Actually mothers should be the ones who are trained for this kind of specialty—not some old-maid school teacher who has never had a child.

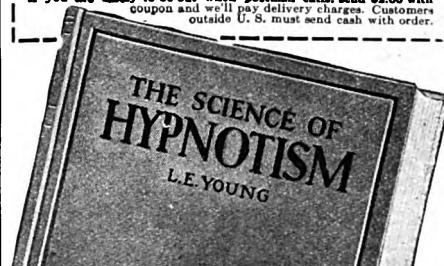
Unfortunately most of our "specialists" today have learned to swim without going near the water. If mothers still wish to maintain a home and keep children in it, then they should be able to call on such an institute for help. This would not mean that the mother would have to give up her contact with her babies. She would continue to act as supervisor of all their schemes and plans. She should be the big executive and a member of the board of directors of her own small but important human "concern" and in the meanwhile her own urges, hobbies and talents could flourish and expand. If she had to be with her radio audience or address the garden club or take out a pilot's license while her child had the mumps, there would be accessible to her some properly trained person to see that the child got the necessary medicine and that the simple routine essential to a child's life was not broken. This same institute should be

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equipped to take any child in—as does a hotel; a place where the mother, who does not for an hour, a day or a week, want her child or cannot keep her child, can send him or her without interfering with school routine or organized habits. If the parents have to go away they would know that their children would be with competent people, have other playmates, be watched and understood.

Boarding schools don't do this. They are overlaid with impossible rules which happen to fit in with the personal prejudices of the head master or the board of trustees regardless of their usefulness in the lives of the younger generation. They may get the children through their fractions and geography and French but they certainly are not equipped to understand "youth." This castle in the air of which I dream could be so amazing, so beautiful; could be a veritable retreat for the world's mishandled babes, a real power in the adjustment of midget lives.

As the situation is now, among families who can afford it, there is the ever-present "governess-mother"; the ghost-like member of the tribe who gives the real mother time off. These women are for the most part even worse for the children than the moth-

er herself (which is bad enough). They are many of them women who have never been "Mamas" and are bursting with sentiments. They get terrific attachments for their young charges, and the children, in turn form deep—too deep attachments for them; a "governess-complex" which is as destroying as any parent attachment could be.

As I am writing this, the radio is crooning to me and strange as the coincidence may seem, the song which is being sung is one of those sob ballads which choruses, "*Was your mother ever wrong?*" The false glorification of motherhood has been a long, sad story. Whereas motherhood is a tremendous adventure, there is certainly no good reason to believe that the fact per se of being a mother makes one a good mother. The many systems and mores of the past, such as the killing of girl babies and the sacrifice of the fairest in the family to please the gods, are proofs enough that society is ruled by its own superstitions. The mothers who gave up their children did not spend their lives suffering in silence, for they were convinced that they were doing right. They probably got more secret satisfaction out of their behavior than our mothers do over sitting in a chair all night,

holding the hand of a sick baby.

So it seems to me that the emotional satisfaction women get out of motherhood is not necessarily in the close physical contact she can have with her children, nor in the absorption of the child into herself. It is only a matter of shifting our values and our behavior to suit the exigencies of present day life and the new mother will not lose any of the qualities of kindness and patience and love thru her emancipation from old time motherhood.

My solution then of the problem of motherhood and at the same time of getting the most out of life and being a playmate for my husband is not to take motherhood too seriously. I scrutinize carefully and prayerfully the myriads of people I resign my children to but when I am convinced of their proficiency and kindness, I resign them cheerfully except for "executive" supervision. Then I plunge wholeheartedly into whatever I want to do—it may be night clubs and dancing; three hours a day at a beauty parlor; tennis, writing now and then, even flirting a little and not always with my husband! Motherhood to me consequently is not a bore. It is just one of the many things that makes life amusing and joyous.

The Law of Averages

(Continued from page 45)

it were August, and you wanted to have a general idea whether your offspring would be a boy or a girl, you could go to the Bureau of Health and Vital Statistics and find out. Supposing that the first six months of the year 75 per cent of the children born were girls, and 25 per cent boys. It is only right to believe that the Law of Average would even it up and that the next six months 25 per cent of the children born would be girls and 75 per cent boys. Three to one your child would be a boy.

By careful figuring one may even estimate the population of the city by the number of cars parked on the Main Street in one or two blocks. Figure what percentage of the citizens own cars, and the average number of people per family, and of course what percentage of cars are parked, etc., and without mentioning further details, you could estimate the population.

Shoe dealers usually have your size. When they order shoes, they order a certain percentage of one size, and a certain percentage of another size. It is known, however, that 60 per cent

of the women wear a size 5½B! It is the same way with white shoes and black shoes. There's a certain known demand, and shoe stores order by The Law of Average.

Luther Burbank was a wonderful genius. He used the Law of Average, in addition to his wonderful skill and knowledge of crossbreeding. To secure a particular plant, he would grow 100,000 of the regular plant and look for the freaks. Why did he plant 100,000? Because he had a thousand times better chance in getting what he wanted than if he had planted only one hundred.

The Law of Average is a big feature in the insurance business. Probably you have been the victim or pleasant reciprocant from time to time of a card good for a free memorandum book with your name on it. If you return the card an agent will bring the book and talk insurance to you. It was found out by one particular company that for every book sent out, based on percentage of returns, and total insurance sold, \$320.00 worth of insurance was sold.

The insurance companies have found

out quite a bit about people by statistics. By their figures they can tell the earning capacity of a man of fifty. For example, it is figured by one of them that a \$5,000 man reaches the maximum at the age of forty-nine, and when he is eighteen he is making \$910.00 a year, at twenty-five, \$2,000, at 35, \$3,000. He is married at twenty-five, has children at thirty. At thirty he is saving \$300.00 a year, at forty, \$500.00 a year and at 50, \$800.00 a year.

Wrote an advertising man:

"Worked out from 7,000,000 cases, the Law of Averages tells the surety companies that only one man in every hundred of those they bond in 1940 will go wrong, and, of each seventy that do get into trouble, only one will do so thru deliberate criminal intent. More important, it tells them that the ideal risk is an Englishman or Dutchman well over thirty years of age, married and fat, quietly at work, interested in a hobby, and if possible, quick-tempered and profane. Averages also tell the casualty companies that for every man or woman hurt next year by falling off a stepladder,

one man and a half will be hurt getting into bed and three hurt climbing in and out the bathtub. The average age of the New York police force or of the employees of General Motors Corporation, or of the Long Island Railroad, will, in 1936 or in 1950, be the same as it is today. This simple fact enables 2,500,000 Americans to be blanketed by group insurance."

You probably know that the well-dressed, well-lighted display window brings a better percentage of sales, yet why is it that Fifth Avenue in New York is dark at night? Why is this? Because, if the stores keep the windows well lighted the people will flock there at night and window-shop. The result would be that hot-dog stands and other cheap things would spring up, and the aristocracy of the street would be ruined. The merchants have looked ahead and applied the Law of Average to Human Nature.

It is stated by the Bureau of Dairy

sumed to be up to the standard of the samples.

Business conditions forecasted by Babson and others are all based on the Law of Averages. In every line of business, every activity, you can find out something by this law.

In advertising, test as you go. If you send out 5,000 letters, and get a certain percentage of returns and then send out a million letters, under the same circumstances, to a general group of people, you will get the same percentage of results. It does not fail; it is the Law of Average.

Figure out how many calls your sales force can make. They are earning something every call they make whether they sell anything or not. Burroughs Adding Machine Company, I understand, requires each new salesman to make fifteen calls a day. They know that a certain percentage of those called upon will tell him to come back. Suppose your salesmen sell \$50,000

CITY OF NEW YORK SUICIDES

Year	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
1918	70	62	72	57	59	44	53	56	55	69	64	63	724
1919	57	57	56	62	73	66	61	64	52	53	48	54	703
1920	54	46	47	58	60	59	50	61	49	61	62	63	670
1921	56	55	80	80	83	76	66	59	69	78	62	67	831
1922	65	62	82	62	79	67	65	61	57	65	68	56	789
1923	70	63	76	78	61	65	58	90	66	64	61	73	825
1924	57	57	77	77	62	63	62	50	83	70	86	85	829
1925	73	93	83	82	71	68	87	69	92	72	65	80	935
1926	86	52	82	78	65	76	78	81	73	90	71	72	904
1927	70	84	88	110	111	83	90	76	91	76	104	90	1,073

Industry that out of every 1,000 milk bottles, 12.72 pounds of glass are broken, so when a man is in the dairy business, and he buys 1,000 bottles, he knows 13 pounds will be broken. The Coca-Cola Company and other bottlers allow a certain percentage for broken and lost bottles.

The next earthquake season, it is claimed, will be from 1951 to 1958. This fact is based on cycles of previous years, for quakes seem to follow the eleven-year cycles of the sun spots. Such predictions are based on the Law of Average.

Montgomery-Ward can weigh their mail sacks and know how much money is in them. This is based on the Law of Average.

Likewise the length of a bolt of fabric may be learned by weighing the bolt and computing the length by the weight per yard.

Large corporations thru their purchasing departments make tests of material purchased. For example, samples of coal may be taken from various cars and tested in the laboratory to find if it measures up to standard. If it does, then all of the shipment is as-

sumed to be up to the standard of the samples. worth of merchandise a year, and make 500 calls. They sell an average of \$100.00 per call based on the Law of Average. Suppose the commissions are 10%. That is \$10.00 on every call. Even if a man should throw him out, or insults him, he still makes \$10.00 on that call. The more calls he makes, the more sales he makes. Impress this on your force.

Of the average life of 60 years, one-third of our time is spent in bed—two-thirds in work and recreation.

The average man has an eighth-grade education, no general knowledge of literature, civics, science or politics. He has a vocabulary of a thousand words. Some people contend that the average person has only 800 words.

He is a carpenter, plumber, mechanic, farmer. He elects the mayor, the governor, and the school board. Of course, we may have our immediate circle of friends with whom we can discuss some high-brow stuff and all, but the average person runs the government, and he is the one, generally speaking, who buys—cultivate him.

The average woman is a housekeeper, a nurse, or an office worker. She mar-

Learn WHY YOU STAMMER

—and how readily other persons secured relief

This 279-page Book Tells—Here is a book worth its weight in gold to you if you stammer, stutter or have any speech trouble. It is a book fairly overflowing with the real, definite, tangible, hard-to-get facts about stammering. It is packed with priceless pointers that have never before appeared in print—tells dozens of things you have long wanted to know—tears away the veil of doubt, mystery and guesswork and reveals the plain truth about speech and its defects.

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- Why you have trouble talking over the phone?
 - Why there is a difference when you talk to strangers?
 - Why you can sometimes sing, without trouble?
 - Why you are more nervous at some times than at others?
 - Why some cases cannot be corrected?
 - Why you talk differently when angry?
 - Why you are sometimes free from your trouble?
 - How stammering interferes with normal expression?
 - How stammering causes nervousness?
 - How stammering affects the mind?
 - How stammering affects the health?
 - How we learn to speak?
 - How readily the author secured relief after stammering for nearly 20 years?
 - How stammering can be corrected?
 - How to determine whether your case can be corrected?

Some of the Chapter Headings

- The Secret of Correcting Stammering
- A Successful Method of Correction
- Cases that Cannot Be Corrected
- How to Determine Whether Your Case Can Be Corrected
- The Real Cause of Stammering and Stuttering
- The Peculiarities of Stammering
- The Intermittent Tendency Can Stammering Be Outgrown?
- Effect of Stammering on the Mind
- Child Stammering—Advice to Parents
- Speech Disorders of Youth—and Their Dangers
- Where Does Stammering Lead? Some Cases I Have Met
- The Correction of Stammering by Mail

Based on 30 Years' Experience

This book is the condensed and crystallized experience of Benjamin N. Bogue, principal of the Bogue Institute for Stammerers, who gives to the stammerer in this book the result of more than thirty years' constant study, research and investigation, during which time he has met more than 24,000 stammerers, diagnosed 105,000 cases of speech trouble, and corresponded with more than 224,000 other persons who stammer.

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No matter how long you have stammered or stuttered, no matter how old you are, what caused your trouble, how many courses you have taken, how many schools you have attended, how many books you have read or how much studying you have done, you need this book on "Stammering" which gives a wealth of new facts, late discoveries and startling revelations on stammering and kindred speech disorders. This book is clearly written, easy to understand and goes straight to the point, telling the HOW and the WHY and the WHEREFORE.

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If you stammer or stutter or have any impediment in your speech, you are losing if you don't get this book. Find out how readily the author's trouble was corrected after being pronounced hopeless; what causes your own trouble and whether it can be corrected; get all these valuable pointers, these vital facts. Merely send the coupon—nothing to pay later—the book is yours to keep—to use—to profit by.

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ries at an early age, and has from three to five children.

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The average man is a Democrat or a Republican, a Methodist or a Baptist because his father was.

Bok was riding on his horse in the suburbs of Philadelphia, and saw an old woman sitting on the porch. He went back to Philadelphia and edited the Ladies Home Journal for that lady on the porch. He thought of that woman as he wrote the magazine, and

edited the magazine for her, because he thought of her as the average woman.

The average baby walks when about eighteen months old.

The average family consumes 832 quarts of milk, 100 pounds of butter, seventy-five dozen eggs, and \$185.00 (617 pounds) worth of meat a year. "The average person takes 18,919 steps a day," says one advertiser. "One man in every four wears a 6½ hat" says another.

Said Babson, "Statistics are simply the record of human experience. They are more interesting than a novel, because they contain the essence of a million novels. They are as interesting

as your own life, because they show concretely the influences which shape your life.

"The business man who tries to run his business without paying careful attention to the statistics relating to it is giving an advantage to his wise competitor. It is the man who knows the facts about what has happened, and what is happening, that can predict what is GOING to happen."

"What are the chances of my recovering, doctor?" "One hundred per cent. Medical records show that nine out of every ten die of the disease you have. Yours is the tenth case I've treated. Others all died. You're bound to get well. Statistics is statistics."

Three Good Books

"MORE Precious than Fine Gold—Washington Commonplace Book," is a compilation by George Ernest Merriam of words from the pen and lips of George Washington together with significant and inspiring things said and written about him by scores of leaders of the world's thought and action.

The book is issued by G. P. Putnam's Sons for special use by those who will be taking active part in the Washington Bicentennial exercises thruout the year. But not only those who wish to make speeches and write articles about America's first President will find the work of value. It gives the general reader a vivid insight into the mind, work and character of Washington, bringing into clear light many sides of this prodigious and commanding figure of history.

"THE STORY OF THE CHURCH,"

by John Clover Monsma, published by Rae D. Henkle, tells in simple, straight-forward fashion the dramatic story of the Christian Church from the time of its founding by "Joshua of Nazareth." From what would be considered by present-day critical scholarship a distinctly conservative viewpoint the book makes the story of the New Testament and the subsequent centuries of organized Christianity a vital and graphic narrative.

The book will form a valuable aid to those who are active in church life, as work-

ers and teachers, and will be of stimulating interest to all who find in the history of the church a story of profound and moving interest.

"THE SWOPE PLAN" for Stabilizing Industry," by J. George Frederick, published by The Business Bourse, New York, is an important contribution to a subject that is at the moment of paramount importance thruout the world.

The movement for a coordination, even an actual integration of business both nationally and internationally, is recognized by far-sighted economists and sociologists, as giving the best and strongest hope for the salvation of our present civilization. In fact business leaders and humanitarians alike go the length of saying that it is the one thing that *must* be done.

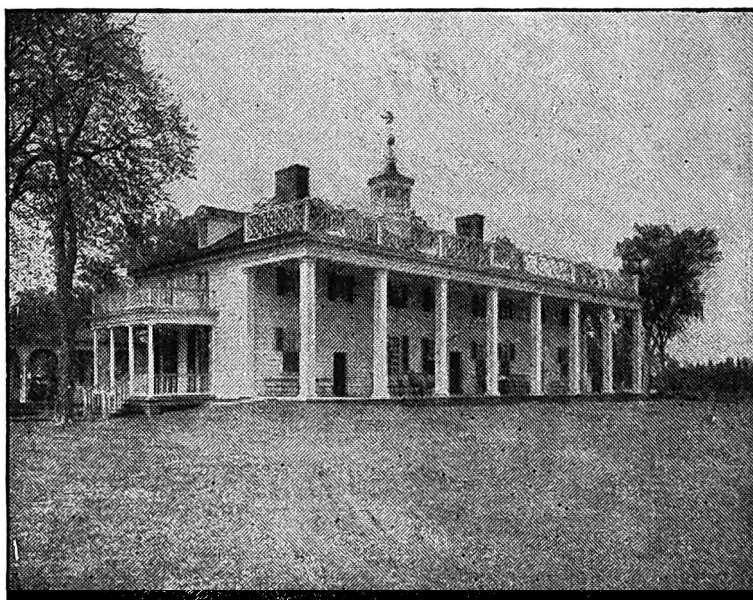
The pioneers in the American movement for coordination of business were

Benjamin A. Javits, Charles W. Wood and B. C. Forbes. Mr. Javits and Mr. Wood launched a definite plan thru Forbes magazine in 1928, and the beginnings of a concrete organization, the American Institute for Coordination of Industry, were made. Owen D. Young and Gerard Swope, the chief officials of the General Electric Company, were both vitally interested in the project, and Mr. Swope's final announcement of his plan may be looked upon as a direct and definite outgrowth of this first organization. Mr. Javits is keeping the first group in action thru the present American Institute for Coordination of Industry and Law.

Mr. Frederick's book is almost indispensable for those who would keep abreast of this significant movement. It contains a complete statement of the Swope Plan, with cogent comments upon it by many business leaders and comparisons of it with the various similar plans launched by other individuals and groups.

Indeed, the slogan for this general movement for coordination might well be the words of Dr. Cadman, quoted on another page of this issue of *PSYCHOLOGY*,—"Unite or Perish!"

Mr. Frederick has done an invaluable service to the American public by bringing together in this compact form the facts about this general movement which is marking an epoch in the history of America and the entire world.



Mount Vernon—Washington's Home

I Think

(Continued from page 57)

THERE is no greater thing to be done, no greater fact to be grasped out of this turmoil and depression, than these admonitions:

Love Thy Neighbor As Thyself.

Love God and Keep His Commandments.

Do Unto Others As You Would Be Done By.

An employer who would try to live by the above, would work as hard to see that the truck driver or other working man had an auto, radio and education for his children as he would for his own. A perception of the real meaning of these things would end many of the evils of the day.

Walter A. Mathews,

806 Winsor Ave.,

Elmira, N. Y.

MARY JACKSON of 823 3rd Ave., Altoona, Pa., says:

I have read and enjoyed **PSYCHOLOGY** magazine for the past several years. I should like you to know it has helped me tremendously. It has given me love, beauty and peace. But more than this it has taught me how to live.

I HAVE recommended **PSYCHOLOGY** to many people when traveling about the country. There is a great body of people that I would like to see read this

magazine—those who live on the land. Organized labor and capital have been trying to take more off the land than the producer has taken out of it. I am an economist and I am past seventy. I have no desire to pile up property but prefer to give it back to the creative-minded men that will build and improve rather than to try to speculate. This is easier said than done, however.

J. Harry Rogers,
Selma, Calif.

I WANT to talk about an article in your magazine by a Mr. Street. He said, "The thing we call personality is really a demonstration of a unity of his spiritual powers." Well, we can't cover up these mysteries of the soul as lightly as that. We shall have to travel a long road before we shall be justified in using the word "unity."

My advice to anybody eager to find new, bright, free paths is to build a wider circle. We were born for immense futures which we ourselves are expected to create thru our longing, vision, thought and dreams. This fact is what I, at any rate, missed from Mr. Street's article.

Mrs. L. von Heuser,
113 Lincoln Ave.,
Crawford, N. J.

Shall She Kill Him?

(Continued from page 21)

considering remember that jealousy inevitably defeats its own end. Let her think of this fact, which has been pointed out by many wise minds, that any attempt to bind or hold love invariably results in driving it away! This follows in proportion to just how great is the degree of constraint to which we subject it: up to a point where we may cause it to fly away from us forever. For as one able writer has put it—I quote freely from memory—"In the whole bright lexicon of Cupid there is no such word as 'ought.'"

We never love any one because we ought to. The outraged wife should realize that by taking a hostile attitude toward either of the other members of the triangle, she will get nowhere. In fact, she will make things more difficult in every way and that will constitute the only result.

Whether her husband's attraction for the other woman be a worthy one, or only a shallow and passing fascination, let his wife meet him in a spirit

of sympathy. After all, may not the original cause of her husband's turning away lie within herself?

Let the wife be tolerant or at least not hateful, even toward the other woman—and friendly, where their two natures make this possible. Let the husband and wife confer frankly and openly, banishing from their council, so far as possible, rancor and mutual reproach. Let them decide what course of action will make for the greatest happiness and contentment all around.

In cases where the husband's attraction for another woman is an infatuation rather than a real union of souls, such a wise and generous course of action on the part of his wife as that just outlined will often result in the rekindling of his love for her, and he will see that his irregular love affair was not the "real thing."

In all such cases a generous, kind and sympathetic attitude on the part of the wife toward her husband and the "other woman" gives the best hope for happiness for all concerned.

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The useless expenditure of effort makes you restless, moody and generally uncomfortable.

More willingness to think about anything and everything that ever happened to you makes for a balanced outlook on life. Truth remains truth and is to be faced honestly.

It may be necessary to review some experiences several times before the painful emotions will be reduced. The test of success with this method lies in the ability to remember without emotional resistance, viewing the experience as a natural result of causes not apparent at the time it occurred.

Many of our emotional attitudes are just as amusing as that of the man who, under the influence of hypnosis, accepts the suggestion that he is fighting bees. *He goes thru all the appropriate actions without realizing that there are no bees attacking him except in his imagination.* Would that we could view our own similar performances, based on pure fiction, the suggestion of values which do not exist.

Painful impressions carry with them the original feelings of strain. If you have been waylaid by a robber, a gun stuck in your ribs and a threat made on your life, you find that any circumstances suggesting the possibility of a repetition of the experience cause a return of the disturbing feelings associated with the original experience.

If you have the courage to revive this memory voluntarily, with its accompanying feeling, you provide an outlet for the pent-up energy and thus relieve the tension. More than this, familiarity with the feeling, willingness to face it and examine it impartially, will eliminate the exaggerated quality of the feeling and make you brave, even in the face of actual danger.

The World War furnished us with many clear examples of this principle. The American doughboy was brought up to believe that fear and cowardice are synonymous. Anyone who showed fear was "yellow," and to be despised. As a consequence, he concealed his fear forcibly, even from himself. The result? He led all the nations in nervous disturbances, "shell shock," and kindred ailments.

The European viewed fear as being natural in the face of danger. He did not couple it with cowardice, nor did he believe that it prevented bravery in action. Thus he avoided the strain that accompanies the forcible rejection of reality with the exaggeration of emotion that usually follows this process.

The application of this simple, honest method in your life will disclose to you a definite connection between a present disturbance and a past experience. Every personal disturbance or peculiarity is a natural effect of

some exaggerated impression that has been forgotten.

About thirty years ago Dr. Sigmund Freud of Vienna proposed a working method for the purpose of tracing exaggerated ideas to their sources in past experience. While intended primarily to locate pathological emotional systems called complexes, the method is applicable for the review of any memories. It is known as the Free Association method.

For the best results, one should assume a restful position with the eyes closed to prevent distraction. Abandon all criticism of your thoughts and prepare to notice everything that passes thru your mind. Do not avoid an idea because it seems unimportant or disconnected or even nonsensical. Maintain an impartial attitude.

Concentrate your attention on the disturbing idea which you are investigating, and allow yourself to think of anything and everything that comes to your mind, without reserve, whether ridiculous, shameful, or apparently having no connection with the idea under consideration.

Often no connecting thoughts or memories will occur to you; your mind will seem to be a blank. This usually indicates unwillingness to recognize the underlying thoughts. More vigorous concentration, with closer attention, is required. As you become accustomed to the process with practice, memories will be aroused which have lain dormant for many years.

Then comes comparison of values, weighing of the evidence, classifying the tendencies and judgments shown in the past experience, seeing the extension of the opinions to later unrelated or remotely related persons, things or situations.

Evaluating your memories may follow a simple line of logic: 1. What feelings were involved in the original experience? 2. Are these or similar feelings being applied to present circumstances where they are misplaced? 3. Become so familiar with the old experience, or so willing to think of it freely, that its exaggerated quality is no longer justified. 4. See the process of blind imitation in the old method of transferring an old feeling to a new experience as contrasted with the more reasonable method of classifying a feeling according to the experience which induces it, confining it to this experience and no other.

If you are to know how to use your mind effectively you must know how your particular mind has been built up. No two individuals can possibly have had the same experiences. It is no more possible to find two people alike than it is to find any two things exactly alike in nature.

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your own experiences. The more you
discover about your forgotten past the
greater will be your personal progress.

Understanding leads to the release
of our natural powers of thinking as
contrasted with the narrow, pinched
efforts of the average individual,
*dominated as he is by the ghosts of
his past.* Such understanding, after
all, is the legitimate object of true
education.

Education, for the most part, has
failed to meet the need for self-knowl-
edge. Witness the host of talented
failures living on vague hopes; men
and women who feel the urge of great
possibilities for themselves, seemingly
held back by some mysterious, elusive
obstacle. The obstacle is ignorance of
self in terms of past experience as it
colors and distorts the present.

Humanity is weary of the tradi-
tional methods which teach much about
everything except self. Of what bene-
fit is elaborate information about the
universe if we continue to neglect in-
dividual progress?

As the chemist reduces substances to
their individual elements, so must our
successes and failures be traced to
definite causes. It is our only hope
for a future of progressive happiness
and health. As we recognize causes
we are in a position to modify effects;
to act intelligently. Only then do we
know when to step forward and when
best to withdraw.

There is no person so normal that
he cannot benefit by a better knowl-
edge of himself. The impartial study
of his memories, the forgotten influ-
ences, will not only aid him in remov-
ing undesirable traits but it will bring
to realization his latent possibilities
for broader creative expression to
benefit his fellow men.

Bondage

(Continued from page 38)

orphan, going home from school.
Home! The unpleasant curl came to
her lips as she thought of the blight-
ing influence that home had brought
her. Home! Aunt Anne and Uncle
Lon had indeed provided the bare
necessities of life for her, but there
was no love, no companionship, no
harmony for the super-sensitive, child-
ish heart. The poverty, shiftlessness,
injustice, toil and shame had made
her bitter, unchildlike. She still could
feel the sinking of her heart when a
new teacher called or when even her
little schoolmates came, those little
friends from pleasant, decent homes.

As she walked steadily onward a
solitary cricket chirped somewhere
and she raised her eyes to the well
remembered hills beyond the canal.
"Bleak and barren like my life," she
said to herself; but a strange misty

radiance now rimmed their tops, making them seem softened, etherealized. Louisa gazed a moment, then shook herself a little impatiently, keeping doggedly on her way. "They're as hard and unsympathetic as ever," she told herself, "beneath that faint halo of October haze. There's nothing soft or 'feeling' in this part of the country. I ought to know."

Defiantly she turned her eyes in the opposite direction and the waters of the lazy, winding river met her view. "Unceasing toil" had been its symbol in the old days, always reminding her of her round of drudgery without end. "But peaceful," she murmured now, wanting to be just. She kept glancing at the river at intervals, wondering.

At last she could see the bend in the road just beyond which was her childhood home. As she journeyed onward, looking straight before her, old memories crowded round. Little school-mates who had passed out of her life forever; beloved teachers who had brightened her

bitter world. Ah, in those days she had had the power to love! She remembered how passionately she had loved Gyp, her little dog, and Gyp's families of puppies in the shed behind the barn. She could see yet the squat, black shaggy creature with white front feet and wagging tail.

She found herself thinking of Aunt Anne and Uncle Lon, dead these many years. She wondered about them, a strange feeling stealing over her. Had it been misunderstanding—the inability of a material-minded woman and man to understand the sensitive heart of a little child?

She dreaded to turn the bend in the road. Always the sight of the old, cramped log house had brought bitterness to her soul. Mostly she hated the front where the weather-boarding had fallen off and the brazen white logs showed themselves to all the passersby. She shivered a little, tho the autumn air was mild.

At sight of the house Louisa's pace slackened involuntarily. It was just the same. The thought came to her that those solid logs would last forever. She gazed as if fascinated. Every inch of it was graven upon her memory—the ragged eaves, the rotting step, the bare white logs now glistening in the sun. How she had hated them! She found herself looking at the windows, at the rickety door, almost expectantly tho she knew the house had long been vacant.

She had reached the gate now, or

the place where the gate should have been, hanging unevenly on one of its hinges. She passed thru the opening, walking mechanically. Half-way to the house she paused, her eyes fixed upon the door. What was it she missed? A strange little cry came to her lips as she realized a great longing to see again the face of Aunt Anne in the doorway.

The warm October sun streamed down upon her as Louisa surveyed the desolated place which had been the only home her childhood had known. Presently beyond the hilltops a shot rang out and she vaguely remembered that hunters often came that way; or it might be some neighbor enjoying himself with dog and gun. She started again toward the door. She had reached the rotted step when around the corner of the house, from nowhere, it seemed, came a squat, black shaggy dog with white front feet. It stopped before her and in a moment its tail was wagging friendly. The woman

stared, then suddenly sank on her knees, both hands caressing the dog's rough neck. Dimly she thought of the family of puppies in the shed behind the barn; of the descendants that might possibly be theirs, but she closed her mind to such speculation

and opened her heart at will.

"Gyp! Gyp!"

The dog licked her hands, and looked at her with brown, familiar eyes.

"Gyp!"

But now she could not see; only blurred objects remained in view—the dog, the house, the sagging door. Querly the door seemed to be opening, then closed again.

The woman put her hands to her eyes; she drew her handkerchief from her prim hand-bag and presently it was drenched with tears. Amazed, she still knelt, her cheeks wet.

The door seemed again to be opening before her. She watched it steadily, mistily, but there was no fear in her heart. Slowly it moved on its rusty hinges and a hand—a large, white, well-kept hand—appeared. She raised her eyes to those of Jerry Blake, who stepped down to her from the rotting doorway. His head was bared and a look of reverence was upon his face.

"Louisa!"

"Jerry!"

She lifted her arms to him. She raised her face to his. Presently she walked by his side, her face transfigured, thru the place where the gate should have been, along the old tow-path, beside the stagnant water.



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Do You Dream Too Much?

(Continued from page 51)

and fulfill our destinies. The primitive still lurking in us in these respects, however, is rarely, if ever, gratified. We have only to think of our novels, plays, poems and the daily newspaper accounts of sex transgressions to believe that this must be.

It follows that if no individual ever satisfies his ego and sex cravings there must be heaped up inside of everybody—and in the unconscious mind, of course—many unfulfilled wishes of that sort.

How are they to get out? How can they express themselves? By two avenues, and only two. Either the individual breaks the moral, social or religious tenets that have helped to civilize him, but nevertheless repressed him, or *he dreams!*

So we find that the more civilized the human being is,—which means from a psychological angle, that he is very much repressed—the more likely is he to dream. If he doesn't dream much it may mean either that his instinctive desires are not very strong to begin with—and we surely differ one from the other in this respect—or his love life and ego adjustments are such that he is satisfied so far as their essential attributes are concerned.

What about the person who says he doesn't dream but who, in reality, merely doesn't recall his dreams? In his case the conscious repression is so strong, he is so highly civilized, if you will, or he is so afraid to admit the truth about himself, that his mind automatically undergoes what psychologists call "secondary repression." In other words, his dreams are so disturbing that to remember them would be unbearable.

If you have observed your own dreams you will have noted that often they are not clear and simple but rather mixed-up, bizarre and even far-fetched.

Children dream in very simple terms. A five-year-old, let us say, wants a new doll carriage. She is not at all sure that she will get it. At night she dreams that she is out on the street with the most beautiful carriage and with all her playmates admiring it. Here there is no unfulfilled and direct reproductive instinct at work except in the significance of a doll but the demands of the primitive, acquisitive ego are plainly in evidence.

An adult woman, however, dreams a very peculiar dream. She happens to be a spinster, age fifty-six. She is walking along a beautiful country road and suddenly a huge but beautiful

horse bears down upon her and she awakens in a fright.

This dream happens to be that of one of my patients and therefore I know it contained an expression of an unfulfilled wish concerning the reproductive instinct, strange as that may seem. And the reason it seems strange is simply because this dream—as most other adult dreams—stands for something else. In other words, this lady has no repressions about horses but she has about romance, which surely is linked with the reproductive urges. The lovely country road means to her—is the *symbol* for her—of the delightful nature of love speculations.



She adores country roads. They are like romance to her. So that symbol or sign is employed by her mind to give the setting for her thwarted love cravings.

The beautiful big horse? Perhaps you have already guessed what that stands for. Surely it means a man. All of which would be readily intelligible were you to know, as I do, that this woman was taught from girlhood that men are dangerous and to be shunned—hence the horse frightens her in the dream, rouses her unconscious cravings so she wakes up alarmed.

In fact, the reason dreams are so symbolic is to allow us to sleep. If we dreamed our repressions and unfulfilled wishes exactly they would upset us, or shock us, or make us feel ashamed. When this happens, consciousness—our state of awareness, our state of being on guard—comes into play. Then our sleep is at an end.

Psychologists recognize even a special mental mechanism for this function, to keep us asleep, to allow us to rest and recuperate. It is spoken of as the *Psychic Censor*. The business of this censor, this policeman of the mind, is to keep repressed material repressed. Failing this, because of the overpowering force of instinctive demands, it

changes the original wishes into make-believes (symbols) which don't upset the individual so much and allow him to sleep more or less peacefully.

Have you ever observed how tired you can feel after a night of heavy dreaming? That is because your mind has been working about as hard as during the waking hours and because the psychic censor has had a hard job trying to make your repressions behave.

Now that I have stressed the strong influence of repressed ego and sex strivings as a factor in dreams I want to add that dreams arising from other repressions may be fashioned by the unconscious mind altho the ego, reproductive or other fundamental instinctive cravings may not be evident on the surface.

In any psycho-analysis dreams are, of course, employed at almost every sitting. For truly they are the royal roads to an interpretation of the unconscious. In such an analysis all sorts of fears, inferiority and other complexes, feelings of guilt and self-accusation and scores of other mechanisms are brought to the surface. On the whole these are linked up with instinctive, primitive cravings originating in childhood which have had to be held back and repressed in the processes of education.

You can, however, as I suggested in the beginning, learn a lot about yourself by studying your dreams in the light of the theories I have just outlined.

You can, you see, really dream too much as well as too little. You can, in short, be over-repressed!

Well, what of it, you ask? Suppose you interpret your own dreams successfully and find out what is really bothering you? Do I advise that you at once break with all your traditions, cultural, religious and moral standards, be instinctive and act like an unhampered and untrammelled savage?

No, no—a thousand times no!

For all you need do is *consciously* recognize what the *unconscious* is trying, via the dream, to tell you. Recognize your cravings, see yourself in the true light, understand *why* your dreaming is so productive and intense,

The point is that you are dreaming too much because you are not facing facts about yourself. This may be deliberate on your part and it may not. In either case your dreams are trying to "tip you off," as it were, to the true state of affairs in the unconscious.

Recognize these, think about them—in short, make conscious what truths you dared not face before—and all is well.

For the mind is a most optimistic

organ, after all, and has a way of straightening itself out. The dream is one of its calls for help. Heed the call and your mind will take care of the rest.

Are You a Plus Person?

(Continued from page 49)

your children's questions are answered properly? Do you make each one feel that, next to his mother, you are his best friend in the world? Have you engaged in a special study of the opportunities and responsibilities involved in scientific fatherhood? When your children have to be disciplined, do you whip them—or scold them—or let them go unpunished—or leave the whole affair to mother? All bad methods.

The duty of the father, more than the mother, is to provide for the little folks their athletic and industrial training, financial competence, vocational guidance, personal system, social selection, knowledge of state-craft and world-events, moral backbone, spiritual nerve and sinew. As a father, are you a success?

In every family there are problems that the family next door could help solve; yet the two families remain strangers. We have learned to exchange everything but experience; it is time we learned to exchange that—the most valuable, as well as the most costly, human possession. When we give a party we always invite the other idiots in our set and gauge the affair by the amount of cake and punch the guests consume—while a beggar on the next street may be searching in vain for a crust of bread.

A mystic is a man who draws his greatest power from Nature and from God. Every world-leader is a mystic. We may call his power magnetism, or

enthusiasm, or energy, or will, or faith—no matter, it came from Nature and God. This all-conquering fire and force may be largely increased by music, art, poetry, philosophy and other spare-time aids that unlock the subjective mind. Now the home and community need from the progressive man just the exercise of these forces whose results will, at the same time, expand him.

A good business man is good to himself last. He is big enough and wise enough to make the Golden Rule one of his chief business regulations. The new type of successful man is both hard-headed and soft-hearted. He makes of his profit a protectorate. A famous organizer and economist says that "the leaders in the world fifteen years from now will be the men with the greatest power of social cooperation." This is already coming true. The heads of the great factories, mills and stores are devoting each year vast sums to purely social work among their employees—to hygienic and industrial education, home economics, music and art, athletics and recreation, personal welfare, moral supervision. The real profits in a business are the benefits to the community. When every business man has sense enough to learn this, he will double his profits and halve his troubles at the same time.

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Purinton.

Is Your Mind Alive?

(Continued from page 48)

made up my mind that it's *vitality*, all else being equal. I've hired, against my judgment, a lot of men on their ability, on their record, which seemed to contradict my impression of a lack of vitality. Then I discovered, in most instances, that I would better have followed my judgment. They had ability, all right, but there was a screw loose in their machinery, and it fell out usually that what they needed was a long rest in a sanitarium, or a settling of their emotional problems, or some open-air exercise, or a change in

their habits of eating or drinking. Each one of these fatal handicaps I might have uncovered if I had ignored their credentials and made a man-to-man judgment on the basis of their vitality. If I could have my way, I would put every man I engaged thru a physical and psychological test and read the report before I interview him."

Business must have men who have *drive* in them. This is a better word than "pep" which suggests a kind of

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pop-gun enthusiasm. *Drive* is like the power that comes from a motor or from the muscles of a magnificent horse; a splendid, consistent, unflinching force that you can harness to work. Cut open to show a cross-section, "drive" represents physical health, mental force and balance and emotional energy, all coordinated. Try to have one without the other two, and you have an engine missing in some of its cylinders, and working at a strain and off-rhythm. A good business mechanic, like a good garage mechanic, can tell what's wrong by the very sound of the engine in motion. So many executives feel that they can detect some off-rhythm lack of vitality and "drive" in a man who applies to them for a job.

It requires a good deal of courage to ask about a man's home and emotional life, but I have so often noticed that his mental hygiene, even his morals and habits depend upon them, that I have grown bold. A friend of mine who employs 300 salesmen tells me that he finds that most of his troublesome men are those who are either not married and rounders, or married men whose home and emotional life is not right. He endeavors to have the salesmen bring in their wives and enroll them as active partners in the husband's business—particularly for the job of taking still better physical, mental and emotional care of the husbands. A rambunctious, extravagant, lazy and incompetent wife can more quickly than any other thing ruin the "drive" and the vitality of a man. The late John Patterson, of the National Cash Register Company, was thoroughly aware of the large part wives play in keeping men "on their toes" for alert salesmanship, and he called a convention of wives only, and brought food experts there to discuss how the men should be fed for better health and vitality. He brought doctors there to discuss all the other phases of men's physical and health habits, because he knew that if by only one per cent he could increase the health and vitality of his 1,000 or more salesmen, he would make a lot of money. The men's efforts in the field would be greater, more effective, more sure-footed, more winning.

Which brings me to the sheer magnetic value of vitality. Business consists almost altogether of persuading others to do things. Whether you are a shop foreman, an office manager, a president of a company (with boards of directors and bankers to persuade) or a salesman, it is a fact that your success is largely dependent on your ability to induce others to do as you would like.

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lieve there is no secret more golden than the use of sheer super-abundant *vitality*, mental as well as physical. Everybody is fascinated with superb energy, because it represents human beings in high gear and top speed. It is the same love of vitality which makes us admire the majestic flight of the eagle, or the power of a lion or the dash of a race-horse. Nobody likes to watch the inert or the creeping turtle or the drowsy alligator. We like the stirring orator better than the dull preacher who puts us to sleep. Life itself is best exemplified by magnificent energy and power in action.

So when a man comes to see me whose every faculty is at top pitch, and to whom it is normal to be alert, energetic, keen-minded, vibrant with interest and ideas—that man makes an impression on me even if I try to resist him. Most of us live as William James once said—far below our powers, and we do not make ourselves as vital and keenly alive as we could if we observed the best rules of health, had adequate sleep and recreation, and didn't force our hearts and stomachs to work overtime at digestion. Like the torpid animal half asleep after gorging itself with too much food, many of us live at too low a pitch of vitality because our blood supply is kept busy at the mere sordid task of digesting a surplus of food. Such a person cannot be magnetic.

The magnetic man is simply a man with *surplus vitality*, such as nature will give any man who doesn't overtax his body with wrong living. It should be our aim to live on a regular magnetic plane, supported by an adequate and constant supply of vitality. This can be done in one way only—by a well balanced regard for both mental and physical health. We are all familiar with the cocktail stimulated party which, without alcohol, is as dead as a huddle of corpses on no-man's land. The explanation is that such people are in desperately bad straits with their own vitality and self-mastery, as they have no real magnetic personality—they need alcohol to be themselves; and therefore rank on precisely the same plane as the drug addict; which is, in fact, what they are.

In business no alcohol-stimulated magnetism can stand the test; it calls for the genuine article based on vitality made by the body and the mind alone and unslashed by stimulants. Or, I should say, that a vitality in business thrives on the normal stimulants of business—opportunity, honor, profit and place. Business is an adventure quite as much as the travels of Marco Polo and Vasco da Gama centuries ago; in fact these were business adventures, too, stimulated by hope of

profit and honor, and calling for energy, vitality and magnetism, based on good health.

I want now to talk of *mental vitality* more specifically. Caesar was fond of saying beware of lean and hungry men—by which he meant that the man who was not all physique and robustness, but who had a vital mind, was the one who made the most dangerous rival. This is very true indeed, and many a man whose picture will never be used as a muscle-developer advertisement and who even *seems* thin and under-nourished, has a mind of tremendous vitality. He must not be overawed by those who like to emphasize muscle development. There is nothing finer than a well-developed body, but over-emphasis of muscle-building in an age of sedentary work is not what we mean. The real health secret for mental vitality is not a great deal of muscle-building, but regular moderate exercise and good intelligent habits. I have yet to see more than steer-like vitality in one who is all brawn. We do not want steer-like vitality, but genuine virility, balance, coordination, and to secure this the mind must be kept as healthy as the body. It must exercise itself on problems; it must freshen itself from hardening, and it must keep its emotional drives clean and vigorous.

There is still more to this matter of vitality. The psychologists talk about "a release of power" which comes when we get rid of some of our inhibitions. I believe this is true, especially the inhibitions dealing with the ego. Vitality is something which flows out freely; it is not something that is hoarded and secreted. The generous, open-spirited, poised persons are just naturally magnetic and vital. There's a paradox in the human mind, the more you give of yourself, the more you possess. I know by sight the type of man who is always hoarding his ideas, his enthusiasms, his praise and his energies. He is constantly reining himself in, watching to see what he can gather without giving anything back. But he is usually a poor sort of person, often with a well-defined and often troublesome inferiority complex. Compare him with the really vital person, whose outstanding characteristic is always *give* and not *take*. "Spending" your vitality by giving to others, makes friends, registering your own ample supply of ideas and energy. Applying yourself unreservedly is really *not* spending yourself, but actually fulfilling and replenishing yourself. That is how the seeming paradox arises, and makes us wonder about men who are so vital and active, so generous and free with their vitality. They are *gainers*, as well as givers, and it is the miser of vitality who in

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the end has the least. Such vital men make wonderful employees; the kind that grow in their jobs and attract trade and make and hold customers. Also, they make business pleasant and agreeable to be in; they create friendships which jump the boundaries of business and become personal as well as commercial; they're the kind of

men you want your son to meet and know, because they represent the triumph, and the completeness of manhood, instead of the little, scratching, miserly breed of men who are the profiteers of vitality and usually get miserably caught in the inevitable deflation and disillusion that follows all profiteering.

Let's Stay Young

(Continued from page 53)

ring countless blessing on humanity, the Sun is finally overcome by a treacherous friend. Dropping rapidly into the western seas, he dies a humiliating death, in his expiring agony painting the evening clouds with fingers of crimson shame. Then follows the water journey to the Abode of the Dead, resurrection and a new existence on the following morning. Such was the Cycle of the Sun. Repeated daily, it became a familiar tradition to all civilization and the foundation of all the national folk tales of mythological heroes.

It is the pattern tale that all great men followed, the founders of all nations, the emperors (who more often destroyed nations than founded them); it was the life cycle of the sixteen crucified Messiahs. All followed in their life, the life of the sun. It is the tale of Balder the Beautiful, Osiris, and Hercules. In America it is the story of Hiawatha. A hundred hero myths, developing independently in a hundred isolated countries, all show this universal worship of the Sun as the first and greatest Hero.

Jung, in his study of these hero tales, shows that the friendly enemy who finally conquers is really death in the form of the Universal Mother. But death is only able to claim the victory when the hero becomes indolent, apathetic. Hiawatha, smoking placidly in his tent, feels that he has done his share in the world. His thought is that, the work being done, he is entitled to a few years of relaxation at the end of life. Then, and only then, can the enemy conquer. Hercules accomplishes his twelve labors and relaxes in the arms of Omphale, only to die in the poisoned gown of Nessus.

A common attribute of youth is the desire to conquer, to overcome, to attack and solve new problems. The joy of youthful living lies, not in actual achievement, but in the struggle of the conflict. Life, to the young man, is a series of games, and no sooner is one ended than preparations must be made for the next one. Youth climbs the ladder, and is undismayed by the large number of rungs ahead. Sufficient for him is the knowledge that he is fairly sure of winning the vic-

tory over the next step. The further up he goes, the stiffer the competition, the greater the load he has to bear; but, at the same time, his muscles are stronger and his determination to win, to attain the heights, is greater. The harder the struggle, the greater the pleasure. At last, following the example of the hero, he overcomes his enemies, places his family in comfort, becomes a public benefactor, and feels that he has accomplished what he set out to perform. The program is completed.

All this he does by allowing his libido full sway. This eternal, never-weakening force, ever present in the current of life, can pull anyone anywhere, if only he has the courage and determination to keep in contact with it. It is a vital, elemental, perpetual source of power, available to anyone who incorporates its principles into his life.

But now, with mastery, with the reaching of the top of the ladder, comes the danger point. As a youth, the individual has a vision, a dream of what he wishes to become, a target to aim at. With middle age comes the consciousness of success, the dream is a reality, the bull's eye has been hit. Nothing remains at last except to relax, to enjoy the fruits of success, play golf, cut coupons or mechanically repeat today the routine tasks of yesterday. In such a period of life, in such a mental state, the libido is not needed; in fact, its presence would only be an annoying irritant to the contented, phlegmatic victor.

This time of relaxation is the danger period so well described by Jung. It is the return to the land of the Lotus Eaters, the half-conscious desire for the peaceful calm of inter-uterine life, the thought of the peace that comes by returning to the Great Mother. Then Death comes as the friendly enemy, and, taking advantage of the carelessness and indifference of man, destroys him. Balder the Beautiful is killed with the mistletoe, the Messiah with a kiss, the business man with cardio-nephritis. But before the physical decay there comes a spiritual sickness, and it is this disease of the ego which is the ever-present menace of senility.

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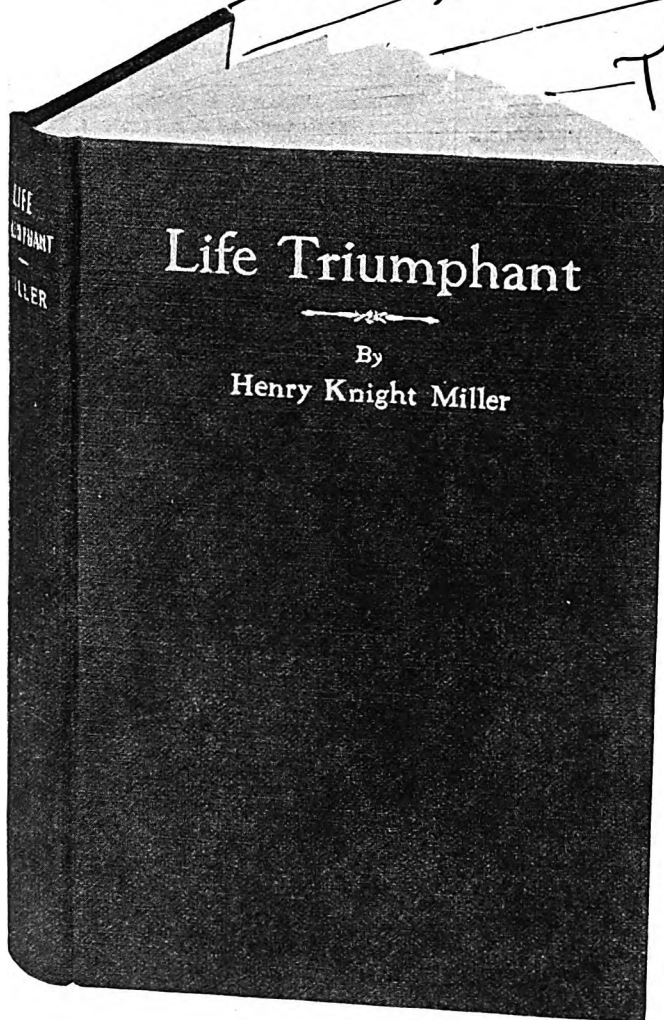
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